BROADCASTING

combined with

Broadcast Advertising

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Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY JUN 5 1934

MEET *Martha Deane . . .*

SHE'S our answer to the many requests we have received from our advertising friends that we organize a woman's hour on WOR—a program definitely built to appeal to the vast women's audience in the New York Metropolitan Area, which might be jointly sponsored on a participating basis by a group of non-competing advertisers.

Martha Deane is not just another woman's hour, although you'll recognize in this program most of the best features of women's hours that have proven outstandingly successful on other stations.

For the role of Martha Deane we have selected a woman whose writings have been in tremendous demand by the cream of the woman's magazine field and who now supervises the women's features of all the Scripps-Howard newspapers. She is a woman who is qualified to talk about every phase of home making—a woman who knows women and their special problems and interests—who is constantly scouring the highways and byways in search of material of definite interest to women—a woman with a personable personality—in short, *a woman's woman*—Mary Margaret McBride!

Informality, human interest, sincerity—these qualities are the essence of the Martha Deane program. Martha Deane chats with her audience as though they were actually in the studio with her; talks in chummy fashion about the things over which women's hearts beat: Fashions, food, fun, beauty and budgets and babies, child training, hobbies, decoration, personalities, news tidbits and news headlines.

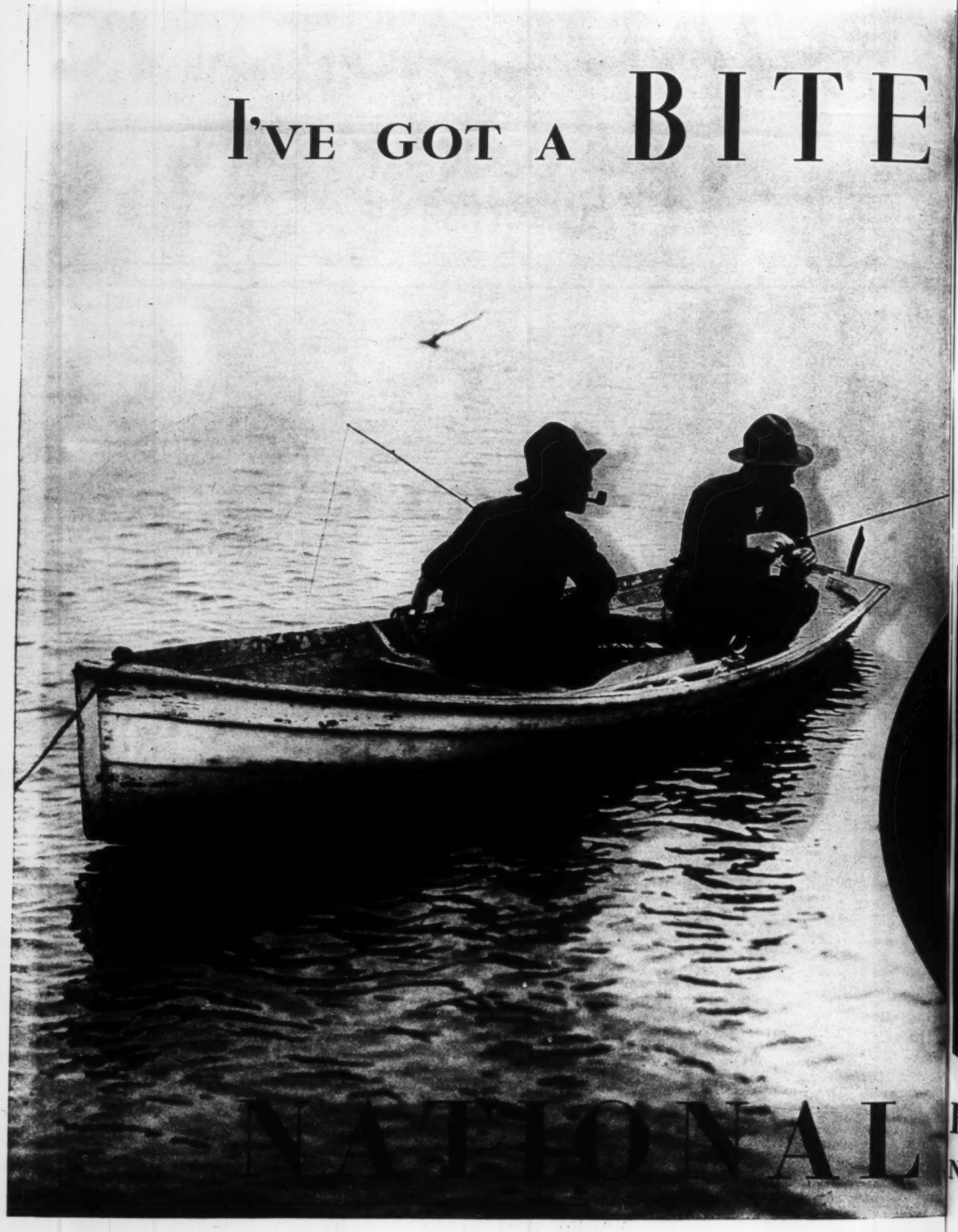
There's lots more we could tell you about the Martha Deane program. But first—we would like you (and friend wife, too) to listen in.* After you've heard Martha Deane, we're sure all you'll want to know of us is—"What's the cost?" and "When can we get started?"

2:30 to 3 o'clock Monday through Saturday.

WOR 1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC. • NEWARK, NEW JERSEY

Chicago: Wm. G. Rambeau, 360 Michigan Ave. • Boston: James F. Fay, Statler Bldg.


I'VE GOT A BITE.
NATIONAL

. . . *Let's call it a day*

Disciples of "Ike" Walton only begin to enjoy themselves to the fullest extent when the fish start biting. Call it a day then? Not much!

Yet business men with far more reason to stick to their rods, have in summers past reeled in their lines, removed the bait and rowed to shelter while the fishing was still good.

This summer it's going to be different. The pick-up in buying throughout the country, like a freshening breeze on a dead sea, has put new vigor into the arteries of trade. Advertisers are putting on pressure—not taking it off. Specifically, as of May 1, 1934, billed business and actual orders on the NBC books for the summer and the rest of 1934 already exceed our total business for the whole year of 1933. Call it a day now? Not much!

THIS SUMMER
..more than ever..
Keep
ADVERTISING GOING
to keep
BUSINESS COMING

BROADCASTING COMPANY, INC.
NEW YORK • CHICAGO • SAN FRANCISCO

"Free & Sleininger deliver the dependable service we have always urged stations to provide"

W. L. Weddell

W. L. WEDDELL
Director of Radio
Erwin, Wasey & Co., Ltd.

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES *NBC Basic Red Network*	4,389,108
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828
WHK CLEVELAND *CBS Basic Network*	2,069,345
WIND GARY—WJJD CHICAGO *(WIND) CBS Supplementary Group*	5,837,199
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606
WDAY FARGO *NBC Northwestern Group*	785,854
WHB KANSAS CITY *"Dominant Daytime Station in K. C."*	2,322,934
KFAB LINCOLN—OMAHA *CBS Northwestern Group*	2,522,075
WAVE LOUISVILLE *NBC Southcentral Group*	925,717
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985
WMBD PEORIA *CBS Basic Supplementary Group*	464,352
***WCAE PITTSBURGH** *NBC Basic Red Network*	3,298,999
***CKLW WINDSOR** *(Detroit Trading Area)* *CBS Basic Network*	4,372,000

* Represented in Chicago and Middle West Territory only.

Since 1914, Erwin, Wasey & Company has enthusiastically supported progress in every phase of advertising. Among the first to recognize the new major medium, they developed many of the most successful and popular programs on the air, including such current "names" as Singin' Sam for Atlas Brewing Co., Madame Schumann-Heinck for Gerber, Edwin C. Hill for Barbasol, Hoover Sentinels, Carnation Contented Hour, Realsilk Singin' Strings, Voice of Experience and True Story Hour.

"Bill" Weddell is an old-timer in radio, and he knows his way about. As chairman of the Radio Committee of the Western Council of the AAAA, he has been an outstanding leader in the long campaign for the right kind of radio station representation. It means something, therefore, when Mr. Weddell heartily endorses Free & Sleininger service and constantly uses Free & Sleininger stations.

Each of our 14 staff members is a trained advertising man with practical radio experience. We are prepared to help any agency, large or small, which is faced with a radio problem. We can, of course, give you instant service on available time, talent and costs, but our men are resourceful enough to give you much additional cooperation.

The same *dependable* service Erwin, Wasey & Company has commended is at your disposal. Phone our nearest office and try us out. Many agencies have learned they can always choose a Free & Sleininger station with confidence.

FREE & SLEININGER, INC. *Radio Station Representatives*

NEW YORK	CHICAGO	DENVER	SAN FRANCISCO	LOS ANGELES	SEATTLE
Chrysler Bldg.	180 N. Michigan Ave.	Charles Building	Russ Building	Chamber of Commerce Bldg.	Stuart Building
Murray Hill 2-3030	Franklin 6373	Keystone 6028	Sutter 5415	Richmond 6184	Elliott 6662

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BROADCASTING
and
Broadcast Advertising

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Fate of FCC Measure Hangs in Balance

By SOL TAISHOFF

Wagner-Hatfield Amendment is Badly Beaten in Senate; Sykes, Hooper and Prall Loom as Likely Commissioners

BARRING unforeseen complications, a Federal Communications Commission of either five or seven members will be functioning before the summer ends, replacing the Federal Radio Commission and having full regulatory control over radio along with wire, telephone and cable communications.

As BROADCASTING went to press, it appeared that the pending legislation, already passed by the Senate, is racing against time in the House. There is a possibility, though remote, that it will be sidetracked in the eleventh hour legislative jam, to meet the President's expressed desire for early adjournment.

There is also some danger that the legislation, if finally enacted, will place a few additional restraints upon the broadcasting industry, but not of a nature that would in any way hamstring present program procedure or regulation. The biggest hurdle was surmounted when the Senate handed a smashing defeat to the Wagner-Hatfield amendment, which would have instructed the new Commission within six months to cancel all broadcasting licenses and award to so-called educational, religious, labor and similar "non-profit" organizations 25 per cent of all broadcasting facilities.

Lobby Beaten, 42-23

THE AMENDMENT, drafted by a political lobby headed by Father John B. Harney, Superior of the Paulist Fathers, operating WLWL, New York, was defeated in the Senate May 15 by a vote of 42 to 23, with 31 Senators not voting. (The roll call appears on Page 6). A similar battle, likely to be even more strenuous, impends in the House, where the Harney lobby, flanked by Michael Flynn, identified with legislation activities for the American Federation of Labor, and the educational faction which has been espousing class legislation to allocate frequencies for the exclusive use of education has been working feverishly.

Because of the inherent evils in the Harney proposal, it is believed it will be defeated should it reach a vote in the House. Even should it happen to win House approval, it unquestionably would be thrown out in the later conferences on the bill between House and Senate to reconcile differences between the two houses.

The House Interstate and Foreign Commerce Committee, already besieged with a mass of emergency legislation, appears to be doing its utmost to squeeze through the Rayburn Communications Bill in time for House action prior to adjournment. It is not considering the Dill measure (S. 3285) at all.

House Bill Differs

THE House bill, introduced by Chairman Rayburn (D.), of Texas, differs from the Dill measure in several major respects. First, it would simply re-enact the present Radio Act of 1927 and transfer the functions now vested in the Radio Commission to the new Communications Commission, whereas the Dill proposal embodies a score of changes in radio regulations by virtue of an almost complete rewriting of the Radio Act of 1927 —changes which are being stoutly opposed in behalf of the industry by the NAB.

Moreover, the House committee is insisting upon a commission of seven members, rather than of five, as proposed in the Dill bill as passed by the Senate. In executive session, it is understood, the Rayburn committee already has agreed to support the larger commission. Another major difference is the determination of the House Committee, reached in executive session, to have the proposed commission pass on all matters, as a body, rather than to split it legislatively into divisions (such as radio and wire communications) with each such division having its own delegated members and jurisdiction over matters assigned to it. The Rayburn committee view is that the Commission shall split itself into divisions, without legislative mandate, and then vote on all issues as a full body.

Speculation on Personnel

BECAUSE the new Commission would take office as soon as the President appoints a quorum of its membership (three commissioners under the Dill bill or four under the Rayburn measure), there already is much speculation about personnel of the new Commission. The Radio Commission, which would immediately be abolished upon assumption of office of the quorum of the new Commission, is exceedingly nervous. All of its appointive members are candidates for appointment to the new Commission. That there will be a horde of candidates for every kind of job on the new agency, goes almost without saying.

Legislatively, the status of the communications bill, as BROADCASTING went to press, was rather complex. The Dill measure, which passed the Senate, was referred to the Rayburn committee May 21. That committee, however, had already begun examination of the Rayburn bill, section by section, following conclusion of hearings on the measure May 16. In the midst of its executive sessions, however, it was forced to begin hearings on the important railway compensation measure, and for the time being sidetracked the communications bill.

Committees Must Act

THE House Committee resumed consideration of the bill May 28, and hoped to report it out by June 1. Chairman Rayburn said he would seek a rule to bring the bill up for vote at the earliest possible time. Assuming that the House passes the bill promptly following report from the committee, there still must be conferences between House and Senate to adjust disparities between the two measures. It is thought that Senator Dill, as author of the Senate measure, will accede to some of the House demands, such as a seven-man commission, and that he will be willing to forego most, if not all, of his proposed changes in the radio title of the bill to expedite its final approval.

There must be weighed against these factors the President's desire for an early adjournment of Congress. While legislative leaders are talking about adjournment by June 16, the President is said to favor an earlier date—about June 5—to avoid any entanglements with such legislation as the 30-hour-week bill and the railroad labor measure.

Seasoned observers, therefore, feel that the White House would be willing to forego even the communications commission bill than be faced with the troubles that would inevitably crop out of the emergency labor measure.

With regard to the personnel of the new commission, there are many rumors, most of which have evolved from "corridor conferences." One version, which seems to have some substance, is that President Roosevelt will await adjournment of Congress, should the communications bill pass, before making appointments. That would mean that all the nominations would be "recess appointments," with the commissioners awaiting confirmation when the new Congress takes office next January.

In other words, the members would serve without Senate confirmation, as is required in the law, until the new Congress takes office. Then, the President could either send their names to the Senate for confirmation (or rejection) or substitute the entire slate with new members.

Should that be the President's decision, it is regarded as likely that a majority, if not all four members of the present Radio Commission, would be reappointed. Then the President would be in position to make new selections, if he elected, when the new Congress convenes.

Sykes Seems Assured

WHETHER or not this tack is taken, there is a unanimity of opinion that Chairman E. O. Sykes of the Radio Commission will win prompt appointment to the new Commission, possibly as its chairman. This is not only because of his powerful Democratic backing and endorsement, headed by Senator Harrison (D.), of Mississippi, one of the administration stalwarts, but because he is regarded as preeminently qualified for the post.

Every other member of the Commission may be placed upon the doubtful list, although each is in the running and campaigning in one manner or another.

Believed to have a post clinched insofar as the communications (as distinguished from radio) aspects of the commission are concerned, is Capt. S. C. Hooper, veteran naval communications expert, now concluding a six-year tenure as director of Naval Communications. Capt. Hooper, who was loaned to the Commission by the Navy in 1927, as acting chief engineer, is conversant with the details of radio regulation. He is eligible for retirement from the Navy, having had 30 years of active service.

Capt. Hooper was in intimate contact with President Roosevelt when the latter was Assistant Sec-

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retary of the Navy under President Wilson. He has maintained a more or less intimate relationship with him since 1920, and is believed to have been promised a commission post, probably as vice chairman in direct charge of communications activities. Captain Hooper lists his legal residence as California.

While the pending measures do not specify that appointments of commissioners be made from specific radio zones, as does the existing radio law, it is likely that the geographical factor will be considered. In other words, if Captain Hooper is named to the Commission and that agency is of five men, then the chances for the reappointment of H. A. Lafount, present fifth zone commissioner and a resident of Utah, might be diminished. Mr. Lafount, perhaps the most popular member personally of the present commission, has strong endorsements of many broadcasters and influential administration leaders, despite the fact that he is a Republican. That is because of his keen appreciation of the problems of broadcasting and his outspoken courage irrespective of political considerations. With a seven-man Commission, it is generally conceded that his reappointment would be certain, and even with a five-man body his chances are regarded as better than even.

Rep. Anning S. Prall (D.), of New York, who was named to succeed Commissioner Starbuck last February, but who has never taken office, seems to be a likely choice for the new Commission. He would not be eligible to take office until next January, because of the Constitutional requirement that no member of Congress may serve upon an agency created during a session in which he served. The fact that he was appointed to the present Commission by President Roosevelt, together with his patronage influence in the Democratic party, give rise to the view that he will be on the new commission.

Brown, Hanley Candidates

BOTH COL. BROWN, vice chairman of the present Commission and an Ohio Republican, and James H. Hanley, Omaha Democrat and "baby" member of the Commission, are active candidates to succeed themselves on the new Commission. Their status, like that of Mr. Lafount, is unknown. Mr. Hanley, a protege of Arthur Mullen, former Democratic national committeeman from Nebraska and a politician of parts, now seems to be running for a post on the "radical" radio ticket. More or less deserted by his colleagues on the Commission because of rather amazing performances in connection with Commission actions, he has come out for about everything the broadcasters oppose. He wants an allocation of facilities to religious and educational institutions, such as was proposed in the Wagner-Hatfield amendment, and has talked considerably about rigid control of advertising and numerous other matters.

Because the new Commission must be bipartisan under the law, both of the incumbent Republican members, Vice Chairman Brown and Commissioner Lafount, are eligible. Col. Brown, despite a political background, rose from the Commission ranks, winning the second zone commissionership after serving creditably as general counsel. He has a host of friends in Congress who will work for his reappointment.

There is some speculation regarding new appointments on the new Commission's executive staff. Herbert L. Pettey, present secretary, is seen as a certain selection either for the post of secretary or for director of radio—probably the former. He is the administration's radio liaison officer, and sits as a sort of "sixth commissioner" on the present body. Similarly, it is believed Dr. C. B. Jolliffe, chief engineer, and his entire staff will be reappointed, because of the excellent work of the engineering division from the very outset of his tenure.

The legal divison would have to be expanded considerably, along with the engineering, to handle the deluge of additional work entailed by regulation of all modes of communications. George B. Porter, present acting general counsel, is a candidate for the general counselship of the new Commission, and is regarded favorably.

* * * *

Passage of the Dill measure in the Senate came after four hours of heated debate, particularly on the Wagner-Hatfield amendment. The bill itself passed without a record vote. It was marshalled through the body by Chairman Dill, ably assisted by Senator White (R.), of Maine, insofar as the 25 per cent amendment was concerned.

The most important change in the measure, which has been analyzed in previous issues of BROADCASTING, was an amendment offered by Senator King (D.), of Utah, which, in effect, nullifies the Davis amendment. Offered by the Senator out of a clear sky, the provision would be added to that portion of the Dill bill otherwise re-

(*Continued on page* 45)

How the Senate Voted On the Wagner-Hatfield Amendment

YEAS—23

Ashurst	Frazier	McCarran	Shipstead
Borah	Hatfield	Metcalf	Townsend
Copeland	Hebert	Norris	Wagner
Cutting	La Follette	Nye	Walsh
Duffy	Lewis	Patterson	Wheeler
Erickson	Lonergan	Schall	

NAYS—42

Adams	Byrd	Hastings	Pope
Austin	Clark	Hatch	Robinson, Ark.
Bachman	Couzens	Johnson	Smith
Bailey	Dill	Keyes	Steiwer
Bankhead	Fess	King	Thomas, Utah
Barkley	Fletcher	Logan	Thompson
Black	George	McGill	Tydings
Bone	Gibson	McKellar	Van Nuys
Brown	Goldsborough	Murphy	White
Bulkley	Hale	O'Mahoney	
Bulow	Harrison	Overton	

NOT VOTING—31

Barbour	Davis	McAdoo	Russell
Byrnes	Dickinson	McNary	Sheppard
Capper	Dieterich	Neely	Stephens
Caraway	Glass	Norbeck	Thomas, Okla.
Carey	Gore	Pittman	Trammell
Connally	Hayden	Reed	Vandenberg
Coolidge	Kean	Reynolds	Walcott
Costigan	Long	Robinson, Ind.	

Mrs. Roosevelt Resumes Broadcasting for Charity

PAID $3,000 for her initial broadcast on a commercial hour since she entered the White House, Mrs. Franklin D. Roosevelt announced on her May 12 program that the money was being paid directly to the Friends Service Committee, a Philadelphia Quaker organization, and to other of her charities and rehabilitation interests. The wife of the President was impelled to depart from her previously announced intention not to appear on any commercial programs for charitable reasons. Her appearance was on the program of the Johns-Manville Corp., New York (roofing) Saturday nights on a nation-wide NBC-WEAF network. J. Walter Thompson Co. handles the account.

Facsimile for WOR

COINCIDENT with the announcement that its new 50,000-watt transmitter is expected to be in operation by October, Alfred J. McCosker, president and director of WOR, Newark, disclosed May 24 that the station had applied for permission to install an experimental facsimile transmitter at the same point for "still picture" transmission. The new plant will be at Carteret, N. J., 9 miles south of Newark. WOR will be the second station to attempt facsimile experimentation. WTMJ, Milwaukee, recently began this mode of test operation. The experiments will be under direction of J. R. Poppele, WOR chief engineer, and tests are planned on WOR's regular broadcast frequency—710 kc.—as well as on the experimental facsimile frequency band around 2,300 kc.

WHAD Sold to Hearst; Publisher of N. Y. Post Seeks WNYC Facilities

PURCHASE of WHAD, Milwaukee, the Marquette University station which for a time was leased to commercial interests as key of an ill-fated Wisconsin network, was completed May 15 when the Radio Commission authorized the voluntary assignment of its license to the American Radio News Corp., Hearst subsidiary. The station heretofore has shared time with WISN, affiliated with Hearst's *Wisconsin News* and *Milwaukee Sentinel*. It will now be merged with WISN, continuing under the combination call WISN-WHAD as a full time station.

Station WINS, New York Hearst outlet, on June 6 will be heard by the Commission, sitting en banc, on its application for an experimental power increase from 500 watts to 5 kw. with full time on 1,180 kc., using a directional antenna.

The Commission may also set for hearing shortly an application filed by J. David Stern, publisher of the *New York Post*, *Philadelphia Record* and *Camden Courier & Post*, for authority to erect a new station in New York to operate daytime on 810 kc. with 500 watts. This is the present assignment of WNYC, New York municipal station, whose quota facilities the publisher seeks.

Trade Commission Probe Postponed Until July 1

POSTPONEMENT until July 1 of the effective date of the Federal Trade Commission's survey of radio advertising continuities has been decided upon by that agency in order to give stations, networks and transcription companies additional time in which to arrange for the compilation of the data requested. A detailed article on the new study was published exclusively in BROADCASTING of May 1.

Continuities are to be mailed once a week to the Commission's Special Board of Investigation in franked envelopes. The objective is to broaden the Commission's scrutiny of advertising in publications to include radio with the aim of eliminating unfair, false and misleading matter in interstate commerce.

Cosmetic Company Tests

MAX FACTOR Corp., pioneer Hollywood manufacturer of cosmetics, late in May started a test campaign over KHJ, Los Angeles, with a 15-minute spot three mornings a week. Smith and Drum, Los Angeles agency, handles the account. The program, titled "Color Harmonies," offers a drama cast presenting the art of make-up in fictionized form.

Fire Destroys WAAF

ITS STUDIOS and transmitter plant completely destroyed in the big Chicago stockyards district fire of May 19, WAAF of the *Chicago Daily Drovers Journal* is off the air and has been given until Sept. 1 by the Radio Commission to rebuild. The station was destroyed along with the newspaper plant.

The A.A.A.A. Takes Stock of Ad Craft

D'Arcy Holds Much of Criticism of Advertising Justified; McIntire Urges Honest Advertising, Raps Critics

Mr. D'Arcy

IN A SPIRIT of self-analysis and stock-taking, delegates to the 17th annual convention of the American Association of Advertising Agencies, meeting in Washington May 22 and 23, heard several straight-from-the-shoulder criticisms of advertising practices and trends that were anything but complimentary to agencies and to their clients. Advertisers and their agencies, from within their own ranks, were condemned for allowing popular confidence in advertising to slip; heard indictments from consumers' representatives, and listened to several speeches that painted a black picture of further governmental interference with business.

Practically the only rosy aspect of the convention discussions was the general agreement that business has definitely turned for the better. But the major speakers saw in this fact all the more reason why advertising men should aid honest business in reselling itself to the public.

Photo by Harris & Ewing

NEW A.A.A.A. CHIEFTAINS—Photograph taken following election of 1934-35 officers of American Association of Advertising Agencies at convention in Washington May 22 and 23. Left to right: Guy Smith, Brooke, Smith & French, Detroit, secretary; Charles Daniel Frey, Chicago, vice president; Arthur H. Kudner, Erwin, Wasey & Co., New York, chairman, and John Benson, president.

Principal Addresses

Mr. McIntire

THE HIGHLIGHT addresses were those of W. C. D'Arcy, retiring chairman of the board of the A. A. A. A. and head of the D'Arcy Advertising Co., St. Louis, and Allyn B. McIntire, president of the Association of National Advertisers and vice president of the Fepperell Mfg. Co. Both delivered severely self-critical addresses. In essence they blamed the advertising profession itself for a loss of public confidence.

Particular attention was paid in the A. A. A. A. convention program to consumer economics, with several addresses devoted to various phases of that subject. Radio entered only incidentally into the two-day program, though there was a talk on "Engineering Aspects of Radio, Which the Agency Men Need to Know," an illustrated discussion of the technical elements of radio broadcasting, by C. M. Jansky, Jr., president of the Institute of Radio Engineers and head of the consulting engineering firm of Jansky & Bailey, Washington.

Losing Public Confidence

OPENING the convention, Mr. D'Arcy hit directly at his own craft after pointing out how the changed national economy is requiring business readjustments which American business men must accept.

"Quite frankly," said Mr. D'Arcy, "advertising as we have been practicing it is losing public confidence. It is very evident in every quarter. In no other way can you explain the new consumer movements, the indignation protests to publications, the proposed regulatory bills and laws, Consumer's Research, and those who have made a racket of this so-called Consumer's Crusade.

"Advertising alone is by no means the only offender. In many respects advertising today necessarily reflects the superficial tempo and temper of the age. It is somewhat of a crazy world. Public taste and public morals have been admittedly demoralized. Crime, scandals, rackets and every similar thing to induce moral and ethical disintegration are paraded across the front page. The movies have glorified crime, racketeering, bootlegging. Most of our current literature is scarcely better; much of it is worse. Vulgarity in manners and in language has strutted about among us so long that we have become too familiar with it to realize how it has affected us, our children and our living. The fine, innate, old virtues of the American people have been bombarded with this sort of stuff so heavily that a sense of wholesome revulsion has started to set in.

Cleanliness Desired

"Most of the people in this country, regardless of outward noisy indications to the contrary, are now, always have been, and always will be, decent, courteous, kind, well-mannered and considerate. Too much advertising, I am afraid, is based on the assumption that they are not. In this connection, let us remember that at a time when producers claim the public clamors for more dirt, the movies that have had the best box-office were clean movies. I need only mention 'Cavalcade,' 'Little Women,' 'The House of Rothschild' and 'The Three Little Pigs.' The best-selling novel, 'Anthony Adverse,' is not a story in filth, but a straightforward, human story. I ask you to bear these things in mind in the next observation I wish to make.

"As an advertising man, I am concerned with the future of good advertising. I specify good advertising because I believe bad advertising has no future. Which brings me straight to the point—and that is, bad advertising. At least, to me it is bad, very bad—for the respect of our profession and for the confidence of people in all advertising.

"Now, honestly, haven't we somewhere along the line gotten off the right track? You all know what I am talking about—advertising that reeks with vulgarity for the sheer sake of being vulgar; advertising that is suggestive merely for the shock it will cause; offensive advertising that succeeds only in offending; bombastic advertising that mistakes the noise for the music.

"Some advertising, gentlemen, we must admit, has fallen pretty low! How much lower do we think it can go before the American consumer quite properly kicks all advertising out the door, just as he would any salesman who entered his house dressed in the blatant style of our ads, using the same offensive, hinting, smirking manners of our ads, abusing his patient, polite attention and insulting his intelligence, and judgment. From your observations and mine, the time is about up for that sort of thing. The storm isn't approaching; it has already broken and is still raging.

"Nation of Morons"

"HERE we are, gathered here representing the industry of American advertising. What are we, who should lead the way, going to do about it? Something has got to be done. I feel it strongly every

(*Continued on page 40*)

Kudner Is Elected A.A.A.A. Chairman

New Regional Council Formed As Convention Closes

ARTHUR H. KUDNER, president of Erwin, Wasey & Co., New York, was elected chairman of the board of the American Association of Advertising Agencies at the concluding session of its convention in Washington May 23. He succeeds W. C. D'Arcy, president of D'Arcy Advertising Co., St. Louis.

Charles Daniel Frey, who heads the Chicago agency bearing his name, was elected vice president to succeed Mr. Kudner. Guy C. Smith, vice president of Brooke, Smith & French, Detroit, was elected secretary, succeeding A. L. Billingsley, of Fuller & Smith & Ross, Cleveland. E. DeWitt Hill, vice president of McCann-Erickson, Inc., New York, was reelected treasurer.

Directors Elected

TO FILL OUT Mr. Frey's term on the board of directors, T. L. L. Ryan, of Pedlar & Ryan, New York, was elected along with three other directors at large: Mr. D'Arcy; J. N. Dawson, Tracy-Locke-Dawson, Dallas, and F. B. Ryan, Ruthrauff & Ryan, New York. John Benson was retained as permanent president, together with the executive staff, headed by Frederic R. Gamble, executive secretary.

Establishment of a new regional council, to be known as the Atlantic Council, and election of 1934-35 officers for the four councils were announced May 22 by President Benson. The new Atlantic Council includes the old Philadelphia and Baltimore Council and the eastern half of the former Southern Council, the latter being abolished. New officers of the several councils are:

Council Officers

NEW YORK COUNCIL: Chairman, Frederick C. Bruns, Federal Advertising Agency, Inc., New York; vice chairman, Paul Cornell, Geyer-Cornell Co., Inc., New York; secretary-treasurer, E. O. Perrin, McCann-Erickson, Inc., New York.

New England Council: Chairman, Maurice M. Osborne, Maurice M. Osborne, Advertising, Boston; vice chairman, J. L. Lavin, Lavin & Co., Inc., Boston; secretary-treasurer, Herbert T. Hand, Batten, Barton, Durstine & Osborn, Inc., Boston.

Atlantic Council: Chairman, Lawrence I. Everling, The Richard A. Foley Advertising Agency, Inc., Philadelphia; vice chairman, C. Harold Marston, Geare-Marston, Inc., Philadelphia; secretary-treasurer, Florence M. Dart, The Simpers Company, Philadelphia.

Western Council: Chairman M. J. Blair, J. Walter Thompson Company, Chicago; vice chairman; Z. L. Potter, Erwin, Wasey & Company, Ltd., Chicago; secretary-treasurer, M. H. Needham, Needham, Louis & Brorby, Inc., Chicago.

Pacific Admen to Meet

THE RADIO departmental of the 1934 convention of the Pacific Advertising Clubs Association will be handled by Paul Heitmeyer, manager of KGW-KEX, Portland, Oreg. The association, composed of members of more than 30 coast advertising groups, will meet in Portland July 10 to 14 with the general theme of "Advertising Can Take It."

Program Is Drafted For Radio Session At AFA Gathering

All Delegates Will be Invited To NAB Meet June 19

COMPLETION of the program for the NAB radio departmental of the thirtieth annual convention of the Advertising Federation of America was announced May 17 by Edgar Kobak, AFA president, from the association's headquarters, 330 W. 42nd St., New York. The radio departmental is one of 17 national advertising groups that will meet in conjunction with the main AFA convention at the Hotel Pennsylvania, New York, June 17 and 20.

The radio session is scheduled for 10 a. m., Tuesday, June 19, and to it all the advertising executives attending the AFA convention will be invited. It will end at 1 p. m. with a luncheon with the radio committee of the American Association of Advertising Agencies, after which there will be an executive session of the NAB commercial committee.

Complete Program

CHAIRMAN Arthur B. Church, of the NAB commercial committee, drew up the program for the AFA departmental. It follows in full:

"Standardizing Units of Sale and Rate Practices Under the Code," by James W. Baldwin, executive of the Code Authority for the broadcasting industry.

"Studying Listener Habits," by Walter Damm, WTMJ, with discussion to be led by Martin Campbell, WFAA.

"What We Have Learned About Station Coverage," by C. M. Jansky, Jr., Jansky & Bailey.

Address by representative of the A. A. A. A. radio committee on "A Cooperative Bureau for the Study of Station Coverage and Listener Interest."

"Suggested Standard Forms for Local Contracts," Roy Harlow, Yankee Network.

"The Present Trend of Station Relations with Advertising Agencies," Roy Harlow, Yankee Network.

"Making a Program Work," Francis D. Bowman, advertising manager, the Carborundum Co., Niagara Falls, N. Y.

"Station Merchandising and the Radio Program," Harry C. Howlett, WHK.

"The Market for Radio Advertising," Dr. Herman S. Hettinger, University of Pennsylvania.

"Pertinent Problems in Radio Sales," J. Leslie Fox, WMCA.

"Are You Making a Profit and How Do You Know?", H. K. Carpenter, WPTF.

"Solving Relations of the Station and the Network," John Patt, WGAR.

Record Crowd Seen

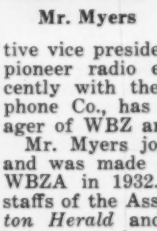
EDGAR KOBAK, president of the AFA, recently named NBC vice president in charge of sales, reports that interest throughout the country is so high in the AFA convention and its departmentals that a record attendance may be expected. Radio, too, will occupy a more important place on the program this year than ever before, not only because of the NAB session but because various other groups of advertising people have scheduled radio on the programs of their own departmentals.

"The Value of Radio Broadcasting for Promoting Circulation or Advertising for Newspapers" is one of the discussion topics of the special session of the Promotion and Research Managers Association to be held June 19. The Public Utilities Advertising Association, which is meeting in conjunction with the AFA convention, has invited Miss Pattie Field, formerly first American woman in the consular service, who left her post at Amsterdam, Holland, to join the research department of NBC several years ago, to speak on "How to Buy Time and Plan a Program to Get the Most from Your Dollar."

AFA President

MR. KOBAK

NBC Names W. E. Myers Sales Agent in Boston



Mr. Myers

WALTER E. MYERS, manager of W B Z - W B Z A Boston - Springfield, has been appointed NBC national sales representative in Boston, according to an announcement May 18 by Richard C. Patterson, Jr., NBC executive vice president. J. A. Holman, pioneer radio executive until recently with the New York Telephone Co., has been named manager of WBZ and WBZA.

Mr. Myers joined NBC in 1928 and was made manager of WBZ-WBZA in 1932. He was on the staffs of the Associated Press, *Boston Herald* and *Boston Traveler* before entering radio with WEEI in 1924. He is president of the Boston Advertising Club.

Mr. Holman's experience with broadcasting began with its inception when he was made radio representative of the Bell Telephone Co. in Ohio. In 1932 he was sent to New York as radio problems engineer of the A. T. & T. Co., and became manager of broadcasting when A. T. & T. got into radio with WEAF. In the last few months Mr. Holman has been associated with George F. McClelland, former NBC vice president and general manager, in the proposed formation if a new network.

REMOTE POLITICS
Congressmen Telephone Talks To Home Stations

TELEPHONING their radio speeches back home, where they are broadcast over local stations, is coming to be an important part in the political campaigning of members of Congress. Sometimes they do it not only for political purposes but to render "accountings" to their constituents.

Because Congress had not yet adjourned and he was unable to get across the continent in time for the grand climax of his primary campaign for the governorship of Oregon, Rep. Charles H. Martin (D.), of Portland, Ore., on May 17 spoke from Washington via land line to KGW and KOIN, Portland. He was introduced by Speaker Rainey and spoke for 15 minutes from midnight, Washington time, which was 9-9:15 p. m., PST. A few weeks earlier, Rep. Albert C. Willford (D.), of Waterloo, Iowa, spoke from Washington to WMT, Waterloo, which broadcast his talk.

When Congress first convened last January, Rep. Henry Ellenbogan (D.), of Pittsburgh, spoke every Sunday afternoon to his constituents from Washington to KQV, Pittsburgh. Every Sunday afternoon Arthur Sears Henning, Washington correspondent of the *Chicago Tribune*, speaks to its station, WGN.

According to the Chesapeake & Potomac Telephone Co., which makes the line arrangements, the basic rate is 10 cents per mile for talking circuits plus loop charges which range from $10 to $25.

Bachem Appointed Aide To NBC Sales Manager

JOHN H. BACHEM, of the NBC eastern sales department, has been named assistant eastern sales manager under Donald S. Shaw, eastern sales manager, NBC announced May 21. F. E. Spencer, formerly of NBC's local sales, also has assumed new duties, working with Mr. Shaw and Mr. Bachem on the coordination of transcription and local business for the eastern sales department.

James V. McConnell has been assigned to assist Edgar Kobak, vice president in charge of sales, and Roy C. Witmer, operations head for all NBC sales divisions. McConnell will function as an operations assistant coordinating the operating activities of all NBC sales divisions and between these divisions and other departments.

WTMJ Wins Libel Suit

NAMED co-defendants in a $100,000 libel suit, WTMJ, Milwaukee, and Joseph D. Beck, Wisconsin commissioner of agriculture, were completely exonerated by a jury in federal circuit court at LaCrosse, Wis., May 15. The jurors decided that Mr. Beck's speech over WTMJ, criticising Walter M. Singler, president of the Wisconsin Cooperative Milk Pool, was a fair comment that did not libel Mr. Singler, who brought the suit. Judge Cowie complimented the jurors on their verdict.

Amos 'n' Andy Lead In Farmers' Poll

Eddie Cantor, Lowell Thomas Follow in 42 States

"AMOS 'N' ANDY," oldest and most distinguished of the network comedy programs and sponsored from the beginning by Pepsodent, is the farmer's favorite radio feature, according to a survey of nearly 100,000 farmers in 42 states made by the monthly magazine, *Electricity on the Farm*.

To the question, "What Are Your Favorite Radio Programs?" 23 per cent of the readers of the publication named the blackface comedians, 18 per cent Eddie Cantor, 17 per cent Lowell Thomas, and 13 per cent the National Farm and Home Hour. Other favorites polled 10 per cent or below.

Fred Sheppard, editorial director of the magazine, pointed out that the periodical circulates exclusively among farmers with central electric power station service. Therefore, he declared, it may be assumed that the majority of sets are all-electric and that the farmers answering the poll are of the more prosperous class.

The complete poll, identifying the program by name, with an opposite listing of the percentage of farmers mentioning the program as their favorite, follows:

	Per cent
Amos 'n' Andy	23
Chase & Sanborn (Cantor)	18
Lowell Thomas	17
National Farm & Home Hour	13
Betty & Bob (Bisquick)	10
Seth Parker (Frigidaire)	10
Death Valley Days	9
Sunday Religious Service	9
WLS Barn Dance	8
Maxwell House Show Boat	7
Will Rogers	7
Joe Penner	6
Rudy Vallee	6
News & Market Reports	6
Myrt & Marge	6
U. S. Service Bands	5
Wayne King (Lady Esther)	5
Orphan Annie	4
Socony Sketches	4
Ed Wynn Texaco	4
Sinclair Minstrels	4
Goldbergs	4
Fred Waring	4
Voice of Experience	3
Gospel Singer	3
Grand Opera	3
Boake Carter	2
Walter Winchell	1

WLW To Raise Rates

RATES of WLW, Cincinnati, which began broadcasting with 500,000 watts on May 2, will be increased 10 per cent, effective July 1, with a second increase of about 10 per cent contemplated in October, according to an announcement May 17 by John L. Clark, general manager. The current evening rate is $990 per hour, $660 per half hour and $440 per quarter hour. Next fall, with the second increase, it is probable that the hourly evening rate (after 6 p. m.) will be approximately $1,200.

HOUSE OF SEAGER, Inc., Hollywood (Dawn of Hollywood cosmetics) on May 15 ended its 13-week "Song of Araby" series on NBC-KGO, but, according to its agency, John W. Hunt Co., Los Angeles, will probably return to radio in the fall.

Home Management Course Taught By Air

By T. W. CATE
Radio Director, The Mayers Co., Inc., Los Angeles

Electric Appliance Dealers Get Prospects From Enrollments; Program Promoted by Newspaper and Mail Campaigns

GOING FURTHER than most sponsors of home economics lectures on the air, the Electric Home Institute. of Los Angeles, offered a complete course in home management over KNX and is still reaping the profits. The idea was developed by the agency with which the author is associated. Its chief value to the sponsor lay in the fact that the women who enrolled in the course did so at their nearest electric dealers and disclosed much pertinent information regarding the size of their homes and families on the enrollment cards.

Mr. Cate

HOME ECONOMICS lectures have been given before visible audiences for a decade or more. Scores of them, in addition, have also been put on the air. But the idea of a complete course in home management, developed entirely for the radio audience and conducted exactly like a school with lectures, notebooks, lesson papers, etc., has never to my knowledge been attempted over the air.

The idea, now completely protected by copyright, was developed for our clients, the Electric Home Institute of Southern California, a cooperating group of electrical interests. It seems to be more or less a pioneer effort in offering something of tangible value to the housewife and, at the same time, something that can actually be keyed by retail dealers and its value to them measured in dollars and cents.

Audience Built First

DURING the latter part of February we inaugurated a daily broadcast for the Electric Home Institute featuring Mary Holmes, nationally known authority on home economics. The time chosen was at 10:30 a. m. on KNX, Hollywood. After this program had been on the air a few weeks building an audience, we determined to announce a radio course in home management, utilizing three mornings of our regular periods each week.

About two weeks before the course was launched we started a campaign to acquaint our listeners with the project. An outline of the course was broadcast, and women were urged to fill out enrollment cards at their nearest electrical dealer. In addition we used small newspaper space in a score of papers, culminating in a 3-column by 9-inch space giving the complete story. Other means of publicizing the course included a direct mail campaign to 209 women's clubs with material for their bulletin boards. Electrical dealers were supplied with display material and enrollment blanks.

Data for Dealers

RESULTS were immediately apparent. Enrollment cards started coming in almost faster than we could handle them, and by the time the course started on April 9 more than 1,500 women had signed up. There were even four men, too, who enrolled because they were staying home to keep house while their wives worked.

Naturally the dealers were tremendously enthused over the enrollments, since the cards not only carried the name and address of the housewife, but also showed the type and size of her home, the number of adults and children in the family, whether they cooked with gas or electricity, and whether they used ice or electrical refrigeration. The cards en masse were available to the sponsor, and in addition, each dealer had his own list. Since the housewife actually went to the store to register, it gave her a personal contact with the dealer who devised his own particular type of follow - up.

The course itself consisted of eight lessons arranged for twelve broadcasts as follows: (1) Menu planning (1 broadcast); (2) economical purchasing of foods (2 broadcasts); (3) preparation of foods (2 broadcasts); (4) the model kitchen (2 broadcasts); (5) the model laundry (1 broadcast); (6) the well-appointed home (2 broadcasts); (7) proper home lighting (1 broadcast); (8) the art of entertaining (1 broadcast).

Upon registering, each woman was given printed lesson sheets covering the entire course. Each lesson called for the working out of a home problem having a bearing on that particular subject. For instance, the problem under Lesson 3 required the listener to prepare and serve a complete dinner using pot roast as the main dish. As the lectures were concluded, she filled out and mailed in her lessons, which were all carefully graded.

There was no crowded lecture hall or a long trip to the city. Each woman listened in the privacy of her own home. As a matter of fact, in several instances our records show that, instead of one individual listening at a given address, a group of neighbors of the enrolled housewife gathered at her home and listened as a class.

Certificates Awarded

ALL THOSE who passed the course with a grade of 75 per cent or better were awarded a certificate of proficiency in home management and also a bound, printed resumé of the entire course of lectures. Also, as a means of stimulating further interest, the southern California area was divided into ten districts and prizes of electrical appliances were given to the woman with the best grade in each district.

It is still early to tell what the complete results from this promotion will be. Already, however, we have received many indications that it has done an excellent job. A number of letters have been received stating that the listener had decided to buy an electric range, refrigerator, or some other appliance and asking us for advice and information. Dealers report many good prospects uncovered as a result of the course. All of our listeners, and we figure a daily audience of at least 35,000, seem to be thoroughly imbued with the electrical idea, if our fan mail is any criterion.

Women Exert Care

THE MOST amazing thing to us in connection with this course is, first, the high level of intelligence and living standards of the women who took the course; and, second, the serious, thoughtful way in which they carried our their assignments. Some of them took an almost unbelievable amount of pains in drawing the plans for their kitchen as called for in Lesson 4. We have many plans drawn in complete perspective, filled in with water color, and with the location of every appliance accurately shown. Information of this kind is extremely valuable and, above all, shows that we have been successful in thoroughly selling the electrical idea.

So this is one instance in which the eternal call for "something new" in a sponsored program seems to have definitely clicked in the minds (and ears) of the listeners, sponsors, dealers, agency, station and everybody who had anything to do with it.

A SHORT COURSE IN HOME MANAGEMENT

SPONSORED BY

ELECTRIC HOME INSTITUTE OF SOUTHERN CALIFORNIA

Station KNX **10:30 A.M.** **April 11th and 13th**

LESSON NO. 2

Economical Purchasing of Foods

Project: Make out a week-end market list for your family. Try to estimate the savings you would be able to effect by following the principles explained in this lesson. If your table is partly supplied with produce of your own raising, state kind and quantity.

Number of Adults | Number of Children | Weekly Food Budget

(Use Other Side of Sheet If Necessary)

Name .....

Address .....

City .....

DO NOT WRITE IN THIS SPACE

HOME-MAKERS TAUGHT—This is a considerably reduced facsimile of one of the sheaf of twelve printed lesson sheets furnished to these women who enrolled in the radio course described on this page. When the lessons were concluded, the housewife filled out and mailed in her lessons, which were carefully graded and for which prizes, certificates of proficiency and a printed resume of the course were awarded.

New Negotiations With ASCAP Authorized by NAB Directors

Aim to Limit Royalties to Music Stations Use: Asks for Broadcasters on New Commission

NEW NEGOTIATIONS with the American Society of Composers, Authors & Publishers to revise present contracts with stations, so that royalties would be paid only on ASCAP music actually performed rather than on the entire receipts of stations, have been launched by a special committee of the NAB representing its board of directors. Joseph C. Hostetler, Cleveland attorney and law partner of Newton D. Baker, will continue in charge of the negotiations, acting with the new copyright committee.

Decision to press these negotiations was reached by the NAB board at its meeting in Washington May 14, after it had been informed by Mr. Hostetler and President Alfred J. McCosker that ASCAP was ready to enter negotiations for revision of present contracts, under which stations this year are paying 4 per cent of "net receipts" plus arbitrary sustaining fees. In September the third and final year of the existing three-year contracts will begin, with the percentage royalty increased to 5 per cent.

Committee Named

FOLLOWING full discussion of the situation, the board adopted a resolution designating President McCosker, Treasurer Isaac D. Levy, Walter J. Damm, I. Z. Buckwalter, Frank M. Russell and Philip G. Loucks as the committee to cooperate with Mr. Hostetler in the new conversations. The membership is representative of every class of station.

The board also adopted a motion petitioning President Roosevelt to appoint at least two and preferably three men on the projected new communications commission who are familiar with radio, adopted a second motion authorizing appointment of a committee to study the relationship between radio and the press and agreed that for the present the NAB should not accept the place offered it by the administrative committee of the Press-Radio Bureau, and directed Mr. Loucks to protest to NRA against certain provisions proposed for inclusion in the communications code which would result in increased charges to broadcasting stations.

Effect of New Proposal

BECAUSE of the approach of the final year of the existing ASCAP contracts, which originally were accepted under duress by the NAB, the copyright situation proved to be the major topic before the board. Following the disclosure that ASCAP seemed willing to reopen negotiations, the board reaffirmed the resolution adopted at the White Sulphur Springs convention last year urging that any new contract should be based upon use actually made of ASCAP music. In other words, whereas stations now pay on their "net receipts," which in fact means all receipts resulting directly from the sale of time, the proposal is that the new contracts limit royalty payments only to those musical programs which employ music controlled by ASCAP.

Thus dramatic sketches, weather reports, spot announcements and other commercial programs in which no music is used, as well as programs using music other than that controlled by ASCAP, would be excluded from royalty payments. It is estimated that some 90 per cent of the popular music, but substantially less of both the standard and classical music, is controlled by ASCAP.

After reaffirming its previous position, the board adopted a resolution authorizing Mr. Hostetler, acting with the new copyright committee, to take such steps as in his judgment will achieve the result of procuring contracts under which broadcasters will pay only for ASCAP music used.

No Let Down in Fight

THAT the NAB has no intention of letting down in its conflict with ASCAP because of the renewed negotiations was made clear at the meeting. Mr. Hostetler reported that the dissolution suit now pending against ASCAP in the New York federal district court is now awaiting trial. This suit was filed last year by WIP, Philadelphia, and seeks dissolution of ASCAP as a monopoly in restraint of trade. Oswald F. Schuette, NAB copyright advisor, declared there was little hope for the passage of any copyright legislation at this session of Congress. He reported also that both the Department of Justice and Federal Trade Commission are still engaged in independent investigations of ASCAP to ascertain whether its operations are such as to violate the anti-monopoly laws. The latter organization is said to be in the process of drafting its report.

Meanwhile, it was learned that infringement suits against small users of ASCAP music filed in Wisconsin had been dismissed by two federal judges in that state and that ASCAP had terminated its campaign in Maryland seeking to procure license fees from small retail establishments.

Legislatively, there is now pending before the Senate Foreign Relations Committee the Cutting bill to revise the copyright laws, allowing the United States to enter the International Copyright Convention, and providing for automatic copyrights. Turned over to a subcommittee headed by Senator Duffy (D.), of Wisconsin, this measure is opposed by the NAB, which delegated Mr. Schuette to testify before the subcommittee May 29. On the preceding day the committee heard proponents of the measure.

A letter from President Roose-

(*Continued on page 42*)

A Station Buys Time

BECAUSE the American Association of Advertising Agencies was meeting in nearby Washington May 22 and 23, WFBR, Baltimore, purchased two early morning spot announcements on WJSV, Washington, to extol its coverage and pulling power. The spots were timed to reach the agency men in their hotel rooms before going to the convention sessions —on the presumption that all had radios in their rooms.

You Ain't Heard Nothin' Yet . . .

LADIES AND GENTLEMEN: GLOTZ AND COMPANY PRESENT TO YOU THIS EVENING—
THERE'S YOUR HAND SOME ANNOUNCER
OH, I THOUGHT HE LOOKED SO DIFFERENT
I DON'T THINK HE'S SO HOT FOR OUR SOUPS!
HE LOOKS LIKE A SISSY AND WERE SELLING STRENGTH
AND THOSE TELEVISION AUDITIONS!! GAWRSH!
OLD COLONEL TELEVISION
OH, THE BIG BAD WOLF ESCAPED LAST NIGHT—
AND A PIECE OF PAPER OUT OF THE AIR EVERY MORNING FOR BREAKFAST—
CALLING MR. HORACE DRIBBLE— COME HOME AT ONCE— TWINS!
PORTABLE RECEIVERS FOR EVERYBODY SOME DAY—
ABACADABRA! SCIENCE
RADIO
YOU'RE ASKING ME?
THORNTON FITZHUGH

Authority Is Facing Decision on Code

Plan of NRA Chief to Restrict Activities Raises Issue

WITH an upheaval in NRA in sight, particularly in its announced intention of withdrawing jurisdiction over many service codes, the Code Authorty for the broadcasting industry soon will be confronted with the necessity of deciding whether it will ask to have the radio broadcasting code discontinued.

After the disclosure by NRA Administrator Hugh S. Johnson that NRA soon will abandon numerous "service codes" and concentrate its efforts upon 40 or 50 major codes in which great numbers of employes are involved, inquiries were made at NRA as to whether the broadcasting code would be dropped. Informally, it was stated that the broadcasting code will continue in full force and that there is no present disposition on the part of NRA to relinquish that and certain other codes already in effect, in spite of General Johnson's announcement.

Wage Hearing Soon

THE MATTER has not yet been discussed in any manner by the broadcasting Code Authority but will certainly be considered shortly. It is pointed out, for example, that the broadcasting industry is definitely a service industry and that the purposes of the National Industrial Recovery Act to meet an emergency situation do not in any way affect the industry. There is no emergency in the broadcasting industry, no unemployment, and no conditions which seem to necessitate operations under a code as construed in the law, it is held.

A public hearing before NRA on the wages, hours and working conditions among broadcast technicians, based on a report compiled by the Code Authority to ascertain whether any undue hardship results from the scales specified in the code of fair competition approved last December, probably will be scheduled for some time in June with Deputy Administrator William P. Farnsworth presiding. The Code Authority has submitted to NRA the second part of its technicians report, in which it said that the effect of the code since its promulgation last December has been to increase materially the employment of broadcast technicians, materially shorten their hours and increase their pay. It added that the industry is now employing more technicians at greater aggregate salaries than ever before in its history.

Report Approved

IN CONCLUSION the report recommended: "Since any further reduction in hours of labor or any increase in the minimum wages paid broadcast technicians, in the opinion of the Code Authority, will oppress and may eliminate small radio broadcasting enterprises and will tend to promote monopolies, we recommend that no changes be made in the wage and hour provisions of the code."

The report was approved by a vote of 6 to 2 of members of the Code Authority, with E. N. Nockels and Marion Hedges, labor members, voting against.

The Public Picks the Radio Programs

CBS Surveys Show Dramatic Sketches Occupy Most Time; Jazz Orchestras Second, While Third Type Varies

WASHINGTON anti-radio lobbyists to the contrary, the listeners select the programs they want to hear and the networks and wide-awake stations are quick to note trends in public taste, as this analysis of CBS program types over the last three years clearly shows. As a consequence there is a constant shifting in popularity of certain types of programs and frequent changes in the make-up of the more ambitious features. A strong trend toward the better music has particularly marked public taste within the last few years.

ILLUSTRATING the thesis that the public picks the radio programs that it wants to hear, and that—contrary to the impression given by certain Washington lobbyists—there are no "maharajahs of the microphone" who dictate what entertainment is to be broadcast, Columbia Broadcasting System has made available to BROADCASTING the results of a survey on program trends during the last four years.

There are hundreds of persons constantly employed to read the barometer of public approval of the entertainment that is offered. A new dramatic serial is put on as a sustaining period. Or a guest star is invited for one performance on a commercial program. Or a remote wire is run into a popular hotel to pick up a promising dance band. And the "clockers" behind the scenes wait for the public's reactions—telegrams, telephone calls, letters, the criticisms of the press, the sales figures of advertisers. None of these forms an infallible guide by itself. But the sum total presents a picture that no radio executive would attempt to dispute. And the picture outlined one month is reflected with striking clarity in the line-up of the next month's programs.

How Analysis Was Made

RICHARD REDMOND, a statistical analyst, has just completed an independent investigation of a network's program schedules which proves this. He combed the CBS files for his data and there found tangible evidence of the functioning of this method as it is utilized by CBS and its clients.

Mr. Redmond began his survey conferring with CBS program and research executives and reviewing with them the public's program partialities as indicated by specific measurements such as popularity surveys, coincidental telephone studies, mail receipts and sponsors' sales results. He particularly studied the material which had accumulated by the end of each year from 1930 through 1933. He then checked these indications of popular preferences against the programs actually broadcast three months later (during the last week of March of the year following) and found that they had caused significant program trends.

Evening Hours Studied

THE ANALYSIS included only the hours from 6 to 11 p. m. when the radio audience is at its peak and popular taste approximates the mean. Programs were classified by several types, and the amount of time devoted to each was averaged against the total broadcasting hours analysed.

The contention that jazz orchestras have dominated the air waves in the last four years is refuted by Mr. Redmond's actual measurements. The real leader among the many types of radio programs has been the dramatic sketch. In 1931 it was at its height, occupying 24 per cent of CBS evening hours. Three magazines were sponsoring dramatizations of their editorial contents that year, *Time, True Story and Detective Story Magazine.* And in addition to these there were the popular serial headliners: "Mr. and Mrs.," "Railroaders," "Hank Simmons Show Boat" and several others.

The next year saw a falling off of the dramatic sketch, although it still led the list with 17 per cent of the total hours. That was the season, however, that marked the debut of "Myrt and Marge" and "Easy Aces." In 1933 and 1934 this type of program swung upwards again to hold its own at 23 per cent and 22 percent respectively, with the advent of "Skippy," "Just Plain Bill," "Bobby Benson," "Buck Rogers," "Jack Armstrong" and, this year, the sustaining sketch, "Raffles."

Although jazz orchestras have held the second place on the bill of program fare consistently each year for the past four, they are allotted considerably less time now than in 1931. That year, according to the Redmond analysis, they occupied 19 per cent of the evening hours. The next year they dropped sharply to 10 per cent and in 1933 and 1934 they settled at a level of 13 per cent.

After the first two consistent leaders in program types have been accounted for, the inconsistencies of shifting public taste become apparent. The third rung on the ladder of program popularity has had three different occupants in the last four years. In 1931 and 1932 it was the type of program in which an orchestra, solo singers, a quartette or a trio all combined to offer an assortment of popular jazz music. This type of program, unadorned with comedians or dramatization, is, however, on the wane. It accounted for less than 8 per cent of the total hours in March, 1934, as compared with 13 per cent in March, 1931.

It is not surprising to find that the program of mixed popular music was superseded in March, 1933—the month of the bank holiday, the inauguration of the present Administration and the birth of the New Deal—by periods of straight talk. This trend in public taste—the discussion and explanation of economic and political affairs—fell off from its peak of 10 per cent of the total last year to 6 per cent in 1934.

In place of the serious talk of March, 1933, the corresponding month this year brought a new trend—mixed musical programs of the semi-popular variety, i. e., old-time ballads, light opera airs, symphonic arrangements of the day's jazz tunes, etc. Programs in this classification, which had been slowly on the increase since 1932, suddenly spurted this year to assume over 9 per cent of the week's broadcast schedule. "The Silver Dust Serenaders," who devote one of their three weekly programs exclusively to fireside melodies, and the orchestras of Raymond Paige and Andre Kostelanetz, which have been given more and more time on the air, all bear witness to this newest trend in popular taste.

To the casual radio listener of the last three years probably the most obvious program trend has been the increasing prevalence of classical music. This trend is brought out distinctly by the figures of the Redmond analysis. From 3 per cent of the total hours in 1931, broadcasts of classical music have climbed steadily to over 7 per cent in 1934, including such outstanding sponsored programs as the nightly periods of the Philadelphia Orchestra, the Minneapolis Symphony, and the performances of Albert Spalding. Of course this does not include—due to the limitation of the Redmond analysis to evening hours—the Friday afternoon concerts of the Philadelphia Orchestra as broadcast in their entirety from the Academy of Music and those of the New York Philharmonic-Symphony on Sunday afternoons from Carnegie Hall.

Variety Shows

MEANWHILE the program of popular music unadulterated, which once occupied so prominent a place in every week's schedule, has been embellished by the antics of a comedian (or two or three comedians), "chatter" by a columnist or commentator, an etherized "black-out," or a full sized dramatic sketch. In other words, the straight musical program has evolved into a full variety show.

Back in 1931 programs of this type formed a relatively inconspicuous group, and accounted for only 5 per cent of the total time. Most notable among them, perhaps, was the "Paramount Public Radio Playhouse." But by March, 1934, the several types of diversified air performances which may all be classed under the general heading, "variety" took up 14 per cent of the schedule. These programs now are not only numerous, but are a half-hour or more in length—for instance, "Ward's Family Theatre," "The American Revue" with Groucho and Chico Marx, "The Big Show," "The Camel Caravan," and "45 Minutes in Hollywood."

News commentators constitute another type of radio billing which has advanced appreciably during the last few years. Mr. Redmond's tabulations show that this classification, with the exception of a slight drop in 1932, has advanced steadily year by year.

Analysis of CBS Program Types

(Based on survey of evening hour peak audience preferences, made by Richard Redmond, statistical analyst.)

Type of Program	Pct. of Total Broadcasting Hours Week of 3-29-31	Week of 3-27-32	Week of 3-26-33	Week of 3-25-34
Jazz Orchestra	19.29	9.76	13.30	13.40
Jazz Orchestra, Woman Singer	1.20	2.14	4.80	1.75
Jazz Orchestra with Man Singer	3.81	8.60	2.90	3.00
Popular Music—Mixed	12.62	8.80	7.36	7.60
Quartet, Trio, Glee Club	2.62	6.19	4.05	1.45
Solo Singer (without orchestra)	4.52	1.28	9.05	5.20
Semi-Popular Music—Mixed	6.43	5.26	7.42	9.20
Symphony Orchestra and Classical	3.10	5.70	6.90	7.01
Sacred Music	2.14	0.48	1.00	1.05
Band Music	1.70	0.48	0.00	1.00
Virtuoso (violinists, etc.)	1.20	1.92	1.43	1.99
Solo Comedian	0.48	0.96	1.43	.52
Talk	9.05	8.63	10.48	6.22
Dramatic Sketch	24.48	16.66	23.10	22.20
News Commentator	2.62	1.92	3.50	3.80
Variety Show*	5.24	9.79	11.90	14.29

*Includes minstrel shows, jazz orchestra plus comedian, popular music, mixed plus comedian, as well as straight variety shows.

Are Local Sponsors Crowded Out?

Agency Finds National Advertisers Hold Time Options Or Offer Too Stiff Competition in Programs

By L. T. STEELE
Space Buyer
Louis Glaser, Inc., Boston

Mr. Steele

THIS AGENCY executive raises an interesting question based on his experience in Boston and suggests that it is probably equalled in other cities. If local advertisers have as much trouble getting on the air in other cities, he observes, there is "a crying need for some readjustment of local station programming." Although many local advertisers would prefer to go on the air, he adds, they are experiencing such difficulties in overcoming national competition that they are being driven back to the newspapers, billboards and direct mail campaigns.

DAY AFTER DAY they come hopefully into our offices—the aspiring radio artists of Boston and of New York, too, occasionally. "Have you anything lined up for production?" they ask. And more and more consistently, we are forced to answer, "No."

"Well, what's happened?" the more persistent invariably want to know. "A couple of years ago, your agency was producing more commercial radio programs than any other crowd in New England! Were they all bad? Have you lost all your clients? Hasn't radio advertising any sales value?"

Key to the Dilemma

THUS, invariably, they miss the point. Our programs were successful. Our list of clients has increased during the last few years. And we know that radio is frequently a superlatively good advertising medium. But—most of our clients do business only in a restricted market area: say within 50 miles of Boston, for instance. None of them could, with their present set-up, sponsor a chain broadcast with any justification. And it is becoming increasingly impossible for them to sponsor local, single-station broadcasts. If this situation obtains in other metropolitan centers (I except such key radio cities as New York, Chicago, and Los Angeles)—then it must become apparent that local broadcasting is doomed to an early demise.

This dilemma is brought about in an interesting fashion. There are four radio stations operating in Boston on a full-time schedule. Two are CBS outlets; one is a member of the NBC-programmed chain and a basic Blue Network outlet; the fourth is independently owned and programmed, but is a basic Red Network outlet for NBC, and consequently relies largely on NBC for its most popular programs.

No Guarantee for Locals

A FIFTH station acts as Boston outlet for the new Federal Network; but this station's broadcasting hours are restricted, and as yet it cannot be considered a primary Boston station.

With four major stations to choose from, here is what we found when we recently sought to buy a half-hour period in the evening for one of our clients. Because the weather was growing warmer and the tendency to stay out-of-doors was commencing its rise toward the summer peak, we wished a time after 8 p. m. (but before 10 p. m.) and we wanted it on any evening except Friday, Saturday, or Sunday.

One station had an excellent Monday evening time available. But this station is sold only in combination with its twin station in Springfield, Mass. (the two are operated synchronously and simultaneously). Our client could not possibly deliver his product, with the facilities which he now has, more than 30 miles from Boston. So that station had to be eliminated from our selection.

The next one had two 15-minute periods available during the limits we had set, but no half hours. Despite our desire for 30-minute periods, we considered the use of these quarter-hours until we learned that they could not be guaranteed, and should a network advertiser desire our time, we might be forced off the air on two weeks' notice. That settled that. We'd already had one program similarly banished, earlier this year.

Competition With Nets

THE THIRD station (the least important of the four) had several half-hours available. But every one of them was at a time when the competition was Rudy Vallee, Fred Allen, Guy Lombardo, or some other national "name" which could not be successfully opposed with local talent.

In despair, we went to the fourth station. During the evenings we could use, they had nothing. They were sold out solid—on "piped" network shows. And they confessed that they could not displace any of these features for us.

Now this, mind you, was at the end of radio's big season. Summer is approaching, but we've been told that no cancellations are in sight. And despite the fact that many time buyers still consider summer an inferior season in which to broadcast, New York radio moguls are predicting "a bigger summer than last winter!" If this comes to pass, what will next winter be like? All piped, network programs, hour after hour, night after night, on the desirable local stations!

So what will happen to our local radio advertisers? Granted, they still have a good selection of hours from breakfast to sundown from which to choose. But not many of them, if they have a product with masculine or general appeal, are going to spend their money on daytime periods to address housewives, invalids, and unemployed. Still fewer will buy the national networks to influence sales in the Boston trading area.

Conscientious advertising agencies will not advise their clients to buy local broadcasting time which is not guaranteed—a dangerous procedure which frequently results in the waste of large amounts of money and effort.

I don't know, of course, about the rest of the country, but in Boston at least (and we hate to admit it) it begins to look as though newspapers, billboards, and direct mail were going to get back some of the business which radio formerly took away from them.

Wisconsin Net Quits

HEADED by Paul M. Titus, formerly with the Southwest Broadcasting Co. and the Pan American Broadcasting System, the 9-station regional network of Wisconsin and Minnesota stations incorporated as North American Broadcasting System, with headquarters at 1444 No. Prospect St., Milwaukee, has ceased operating. The hookup, which began in February, comprise WHAD, Milwaukee; WCLO, Janesville; WHBL, Sheboygan; WHBY, Green Bay; WKBH, La Crosse; WOMT, Manitowoc; WIBU, Poynette, and WTAQ, Eau Claire—all in Wisconsin—and WRHM, Minneapolis.

"Your Lover" on Air

DESIGNED to attract a large feminine audience, an unidentified tenor on May 29 began singing over WEAF, New York, under the title of "Your Lover," under sponsorship of Hinze-Ambrosia, Inc., New York (cleanser, cream, powder). Between his songs he talks intimately and tenderly, as though directly to his unnamed sweetheart. The program was devised by Rockwell-O'Keefe., Inc., Radio City, New York, and is on for 15 minutes, three times weekly, account being handled by Cowan & Dengler, Inc., New York.

Record Attendance Seen at Convention

NAB Cincinnati Meeting Set For September 16-19

Mr. Spence

ELABORATE plans for the "biggest convention in NAB history" are being made for the twelfth annual meeting of the NAB to be held in Cincinnati Sept. 16, 17, 18 and 19. The time and place were selected by the NAB board at its meeting in Washington May 14.

Edwin M. Spence, general manager of WPG, Atlantic City, again has been named general chairman of the convention committee by President Alfred J. McCosker, with authority to select his own committee. Accompanied by Philip G. Loucks, NAB managing director, he plans to visit Cincinnati within the next fortnight to select hotel headquarters and make other preliminary arrangements.

With the NAB membership substantially increased since the last convention, it is expected that the vast majority of the 600 sations will attend the Cincinnati sessions as members. The agenda for the meeting is being arranged by Mr. Loucks.

Both the Netherland-Plaza and the Gibson hotels are bidding for the convention headquarters. Each is famous in its own right and has adequate facilities for handling the annual meeting. The Chesapeake & Ohio Railway has announced that it will run special air-conditioned cars from the east for the convention.

Following the custom it adopted at the convention at White Sulphur Springs, W. Va., last year, BROADCASTING will award a loving cup to the winner of the golf tournament to be held Sunday, Sept. 16.

Louisiana Politicians Ask Donations in Radio Plan

CIRCULARS soliciting contributions from the public for formation of the "Mutual Broadcasting Company of America," an idea said to have been conceived by certain Louisiana political interests, are being distributed through the mails from Shreveport, La. The company, declared in the handbill to be in process of incorporation, would operate a powerful "new station" with the aim of reaching "every hamlet in the land." Donations would be sent to Box 1826, Washington, D. C., and the fund would be employed, the handbill says, to put men like "Senator Long, Norris, Father Coughlin, Dr. Smith and other fearless American patriots on the air."

KXYZ Dedication

OBSERVING its increase in power from 250 to 500 watts, authorized by the Radio Commission May 8, KXYZ, Houston, on May 15 broadcast a two-hour special dedicatory program and held "open house" for listeners. The station is key of the Texas Network serving WRR, Dallas, and KFDM, Beaumont.

Thank You

NAB

for selecting

CINCINNATI

for your

12th Annual Convention

September 16, 17, 18 and 19

MAKE YOUR HEADQUARTERS

AT

THE GIBSON

Complete Convention Facilities

Eighty Per Cent Of All ROOMS $2.50 $3.00 $3.50 and $4.00

REMEMBER –

"In Cincinnati, It's the Hotel Gibson, the Nation's Mint of Matchless Food, Good Cheer and Unassuming Hospitality"

HAZEN J. TITUS
General Manager

1000 Rooms + "EVERY ROOM A HOME" + 1000 Baths

Commission Raps Newspapers Following Editorial Criticisms

Resolution Calls on N. Y. Herald-Tribune to Prove Charge That Radio is Used as New Deal Tool

INCENSED over an editorial in the *New York Herald-Tribune*, alleging that the Roosevelt Administration is using radio in promoting "government propaganda," the Radio Commission, May 18, adopted a formal resolution calling upon Ogden Mills Reid, president and publisher of the newspaper, to furnish evidence supporting this charge.

This action, together with other developments relating to newspaper criticism of the Radio Commission, provoked considerable surprise and comment in official circles. It was brought out that few governmental agencies have ever taken formal action, in the nature of a resolution, for example, calling upon a newspaper to prove editorial allegations.

Raps Chicago Tribune

A FEW DAYS earlier, the Commission sent to WGN, operated by the *Chicago Tribune*, a letter informing it that a complaint had been made against the use of "profanity" in one of its broadcasts. Arthur Sears Henning, Washington correspondent of that newspaper, had written a series of articles purporting to show that the commission was guilty of playing politics in its allocations of facilities.

The resolution adopted by unanimous vote of the commission with respect to the *Herald-Tribune* editorial follows in full text:

WHEREAS on May 12, 1934, the *New York Herald-Tribune*, Ogden Mills Reid, president and editor, in its editorial column, published the following:

"The radio, controlled by the Administration through its licensing power, was made the spokesman of the New Deal and largely restricted to government propaganda"; and

WHEREAS the Federal Radio Commission, pursuant to the provisions of the Radio Act of 1927, is the "licensing power"; and

WHEREAS the Federal Radio Commission, consistent with the prohibition contained in Section 29 of the Radio Act of 1927, as follows:

"Nothing in this act shall be understood or construed to give the licensing authority the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communications. * * *" has never "controlled" or "restricted" radio programs to "government propaganda," or attempted in any way so to do: Now therefore be it

Resolved, That Mr. Ogden Mills Reid, the president and editor of the *New York Herald-Tribune*, be and is hereby, requested to furnish the Commission any facts or other material, including the names of parties furnishing the same, which would support, or tend to support, the statements made in the editorial column of said newspaper.

Charge Not Sustained

IN CONNECTION with the WGN action, it was said at the commission that the complaint had been filed by an individual and that, in calling upon the station to submit "a full and complete copy of the program referred to, setting forth thereon the name of the person broadcasting," it was merely following the customary procedure. It developed that the speaker on the occasion (between 9 and 10 p. m., May 1), was Rep. James M. Beck, (R), of Pennsylvania, and one of the nation's foremost constitutional lawyers.

Mr. Beck had criticized the New Deal and the NRA during his speech, but a study of his prepared address failed to disclose any language which ordinarily would be construed as profane. It is believed that the Commission will do nothing about it, since the affidavit filed by W. E. Macfarlane, business manager of the *Chicago-Tribune* and vice president of WGN, failed to reveal any evidence of the use of profanity.

Reports that the action was taken by the Commission in retaliation to the series of articles critical of the commission by Mr. Henning were promptly denied by the Commission.

Dozen Time and Power Increases, Wave Shifts Ordered by Commission

NEARLY a dozen important changes in station assignments, including increases in power, shifts in frequencies and increases in operating time were authorized by the Radio Commission May 18.

Sustaining Examiner Hill, the Commission authorized KFAC, Los Angeles, to increase its operating time from half to unlimited on the 1,300 kc. channel, which it shared with KGEF, Los Angeles, operated by the Rev. Robert P. ("Fighting Bob") Shuler until it was deleted more than a year ago.

Reversing Examiner Walker, it authorized KOIN, Portland, Ore., to increase its day power to 2,500 watts on the 940 kc. channel while continuing to use 1,000 watts at night.

WALA, formerly WODX, Mobile, Ala., was granted a change in frequency from 1,410 to 1,380 kc., a change in hours from simultaneous day with WSFA, Montgomery, Ala., and sharing night time to unlimited time, sustaining Examiner Hill.

Among the daytime power increases authorized were from 1,000 to 2,500 watts for WCAL, Northfield, Minn.; 100 to 250 watts for KMED, Medford, Ore.; 1,000 to 2,500 watts for KLRA, Little Rock, Ark., and 250 to 500 watts for KARK, Little Rock.

KTRH, Houston, was granted a license to change its frequency from 1,120 to 1,330 kc., increase its power from 500 to 1,000 watts and change hours from sharing with WTAW, College Station, Tex., to full time.

FRANCES INGRAM, who does the "Through the Hollywood Looking Glass" series for Bristol-Myers Co., will return from Paris early in June. She went there to gather "makeup" suggestions for her radio talks.

MR. CONVEY

Convey, KWK Operator, Dies After an Operation

THOMAS PATRICK CONVEY, operator of KWK, St. Louis, and a veteran broadcaster, died May 18 of peritonitis following an appendicitis operation. He was 47 years old. Mr. Convey was stricken with appendicitis May 11 at his home at Kirkwood, which he built on the KWK transmitter site. An operation disclosed that his appendix had burst and blood poisoning had developed. He rallied after a blood transfusion on May 17, but expired at 5 a. m. the following day.

A well-known showman, Mr. Convey established KWK in 1927, after having served as manager of KMOX, St. Louis. Prior to that he had been a factor in the organization of the St. Luois Radio Trades Association and had promoted a radio show in St. Louis.

Mr. Convey was widely known in the St. Louis area through his play-by-play broadcasting of baseball games. He was born on an Illinois farm and had been a railway clerk, manufacturer's representative selling household articles and women's dresses, and a fashion show director before settling in St. Louis in 1925. He was last on the air about three weeks ago when he announced a midnight musical show.

Mr. Convey is survived by his widow, a son, Robert, who is employed at the station, and a daughter, Charlotte.

St. Louis Surveys

SPECIAL radio surveys for KMOX and KSD, St. Louis, have been completed by George M. Burbach, Jr., and others are planned before he leaves St. Louis July 1 to join the editorial staff of BROADCASTING Magazine in Washington. The surveys consist of classifying all St. Louis radio programs according to general appeal, women appeal, children appeal, etc. Along with a complete log of each station's programs the surveys show percentage preferences of day and night programs as calculated from telephone calls.

Electric Washers, Light Bulbs Sold By Home Sketches

Nebraska Utility Uses Radio To Promote Products

By CHARLES H. FINDLEY
Bozell & Jacobs, Inc.
Advertising, Omaha, Neb.

"BETTER LIGHT — Better Sight!"

Five times a week for more than three months this slogan marked the end of five-minute dramatic sketches broadcast by the Nebraska Power Co., of Omaha, over WOW and KOIL, in the interests of more efficient home lighting.

And radio again came through as a load-builder for the utility that last fall broke all local records for electric washer sales by daily broadcasts over WOW.

38 Per Cent Sales Increase

LIGHT BULB sales by the Nebraska Power Co.'s electric shop alone during the campaign showed an increase of 38.5 per cent over the same period of 1933. No figures are available from dealers, but it is evident by their enthusiasm that their sales, too, showed a definite upswing.

"Radio advertising is rapidly proving itself to be our most effective medium for merchandising promotion," said Mrs. B. E. Marsh, manager of the Nebraska Power Co.'s electric shop.

Laid in an ordinary home and broadcast by a cast of three or four persons, each sketch emphasized the dangers and handicaps arising from inadequate lighting in kitchen, playroom, laundry or library.

Each closed with the request to take advantage of the free services of a staff of lighting experts, who work in the interests of "Better Light—Better Sight!"

Credit to Radio

AS VERY LITTLE newspaper promotion and no other form of advertising were used in the campaign, credit for its success goes directly to the thorough coverage of WOW and KOIL.

Of particular interest to the Nebraska Power Co. were the reactions to this campaign of a group of executives of utilities operating under Electric Bond and Share, who met in Omaha recently. During one of their sessions a direct wire was run from the studio to their conference room, where a "Better Light—Better Sight!" sketch was enthusiastically received. Several of the executives voiced their intentions of using similar programs for their own merchandising campaigns.

Miss Lafount to Wed

MISS RUTH LAFOUNT, youngest daughter of the fifth zone Radio Commissioner, will be married June 7 to Henry Gillette Colby, of Pittsburgh, a graduate of Rensselaer Polytechnic Institute. Wedding will take place in the new Latter Day Saints Church in Washington. The couple will reside in Grantwood, N. J., where the groom is employed by an aluminum manufacturing concern.

Duluth News-Tribune
THE EVENING TELEGRAM
DULUTH HERALD
MIDDLE COU
Crop Cut Plans
New Trout Champ Wins
By K. O. in Last Round
JAPS SLAM DOOR
ON THE OCCIDENT
ASHLAND DAILY PRESS
BOATS DUE THIS
VIRGINIA DAILY ENTERPRISE
U. S. CHAMBER MAP
The Hibbing Daily Tribune
IRONWOOD DAILY GLOB
Airmail Contract
The Daily Journal
The Calumet News
BUSINESS URGES
STRUGGLE FOR Death Claims W.H.
G.O.P. CONTROL
IS DEVELOPIN
WEBC
These dailies, with 87 weekly papers published in this region, give effective newspaper coverage throughout the area which W.E.B.C. serves.
Supplement your advertising in these papers with radio; or ... supplement your radio advertising with space in these papers.
Get the Idea?
HEAD OF THE LAKES BROADCASTING CO.
SUPERIOR
DULUTH

WHK Owner Seeks Additional Station

Four Ohio Stations and KFI Affected by Proposals

DESIGNED to procure an additional full-time station in Cleveland to be operated in conjunction with WHK under the auspices of the *Cleveland Plain Dealer*, a series of applications was filed with the Radio Commission May 19 affecting four stations in Ohio and proposing as many frequency shifts. One of the applications seeks a full-time assignment on the 640 kc. clear channel used by KFI, Los Angeles.

Any changes in ownership or control of the stations involved, which may have occurred to permit the filing of the applications simultaneously and without conflict, were not divulged, since all the stations involved are operated by corporations. Under Commission regulations, corporations are not required to divulge publicly and stock sales transactions.

What Applications Asked

THE APPLICATIONS filed were as follows:

WKBN, Youngstown: authority to change frequency from 570 kc. to 610 kc. (now used by WJAY, Cleveland, daytime only) with 500 watts night, 1,000 watts local sunset and installation of a directional antenna, unlimited time.

WAIU, Columbus (controlled by the *Plain Dealer*): authority to change frequency from 640 kc., which it uses limited time, to 570 kc., with increase in power from 500 to 750 watts night and 1,000 watts local sunset, specified hours, to share with WOSU, Columbus, now on 570 kc.

WJAY, Cleveland: authority to shift from 610 kc. to the KFI clear channel of 640 kc., with an increase in power from 500 to 1,000 watts and specified hours.

In addition to the WJAY application to use 640 kc., there is pending before the Commission an application from the Shepard Broadcasting Service, Boston, for full time assignment on that channel for WAAB. Indications are that KFI will oppose both efforts to "break down" its exclusive wave.

Howlett Reported Quitting

ALTHOUGH official confirmation is lacking, it is understood that M. A. Howlett, general manager of WHK, and the prime mover of the negotiations to bring a second station into Cleveland under WHK management, has resigned that post and intends to go to California for Judge Rutherford and his evangelical organization, known as the International Bible Students Institute, once the present negotiations are completed. Similarly, it is understood that Harry Howlett, his brother and commercial manager of WHK, may also leave the station. A third brother, Eric, is now manager of WAIU.

Matters incident to clearance of time for local accounts over WHK, a CBS outlet, motivated the desire of the *Plain Dealer* to procure an additional outlet in Cleveland.

"SNICKERTY NICK," an operetta for children, has been started on KFAC, Los Angeles, as a test program by Sutton House, Los Angeles publishers of books for children.

RESPITE FROM HEAT—The afternoon of May 17 was an unusually hot one, even for Minnesota, so Stanley Hubbard, manager of KSTP, St. Paul, took as many members of his staff as could be spared for a trip down the Mississippi on his new yacht, the Dee-Dee.

Disjointed Discs, Grouped in Program, Must be Announced Separately, Ruling

Pettey Reveals Commission Stand After Protest is Made By George H. Field Against Station Practices

SPOT programs constructed for one advertiser from "a series of disjointed or unconnected numbers recorded on two or more discs" must be announced with each number as an electrical transcription, according to a ruling of the Radio Commission May 16.

The ruling was disclosed by Herbert L. Pettey, Commission secretary, in response to a request from George H. Field, president of George H. Field, Inc., New York radio representatives. Mr. Field stated in his letter of May 14 that the ruling was requested because several stations are grouping a number of selections, each individually recorded and calling them a continuous 15-minute program.

"Disjointed Numbers"

"MY UNDERSTANDING," he said, "is that this is not a continuous 15-minute program, but a series of 'disjointed or unconnected numbers,' and that preceding each number, the announcement shall be made that same is an electrical transcription."

No specific mention was made of the precise nature of the transcription program service. In April Walter J. Damm, manager of WTMJ, Milwaukee, raised a question in connection with the continuous transcription program service released by World Broadcasting System. He was informed by Mr. Pettey, however, that the Commission lacked sufficient evidence and was not in position to comply with his request that it interpret its regulations with respect to the WBS service.

Mr. Field's Inquiry

FOLLOWING is Mr. Field's letter of May 14 to Mr. Pettey:

Once again I must impose upon your good nature for a ruling on the following:

Where a program is constructed for one advertiser from a series of disjointed or unconnected numbers recorded on two or more discs am I correct in assuming that each number shall be announced as an electrical transcription? In other words, selection A is taken from disc No. 1, selection B taken from disc No. 3, selection C taken from disc No. 1 and selection D taken from disc No. 2. Shall we assume that this is one continuous program. Each selection being recorded separately.

My understanding of Rule No. 176 is that at the beginning a program an announcement shall be made regarding the electrical transcription, but that a fifteen minute program shall have been especially constructed and that the rule of a fifteen minute announcement does not apply to a program constructed of a series of transcriptions which have been gathered together to form a fifteen minute program. In that case I assume that each selection shall be announced as an electrical transcription. Average running time of each selection individually recorded is about three minutes.

The request for the ruling is that several stations are grouping a number of selections, each individually recorded and calling them a continuous fifteen minute program. My understanding is that this is not a continuous fifteen minute program but a series of "disjointed or unconnected numbers" and that preceding each number the announcement shall be made that same is an electrical transcription.

Your answer to this by return mail would be greatly appreciated.

Mr. Pettey's Reply

FOLLOWING is Mr. Pettey's reply to Mr. Field, dated May 16:

This will acknowledge the receipt of your letter of May 14, 1934, in which you inquire whether "where a program is constructed for one advertiser from a series of disjointed or unconnected numbers recorded on two or more discs am I correct in assuming that each number shall be announced as an electrical transcription."

Your assumption is correct.

Following is Mr. Field's letter of May 17, to Mr. Pettey, acknowledging receipt of the ruling:

In accordance with your reply of May 16, in answer to my letter of May 14 (copy of your reply enclosed), I respectfully request that the Federal Radio Commission issue a ruling to all stations, that,

"Where an electrical transcription program is constructed for one or more advertisers, from a series of disjointed or unconnected numbers recorded on two or more discs, that, each number shall be individually announced, that it is an electrical transcription."

In other words, during the playing of a program by electrical transcription, if there are one or more selections and the program has been constructed from a series of disjointed or unconnected numbers, then each number must be individually announced as an electrical transcription.

Subject Held Covered

FOLLOWING is Mr. Pettey's reply of May 21 to Mr. Field's second letter:

Receipt is acknowledged of your letter of May 17 in which you ask the Commission to issue a ruling for all stations that:

"Where an electrical transcription program is constructed for one or more advertisers, from a series of disjointed or unconnected numbers recorded on two or more discs, that *each number shall be individually announced*, that it is an electrical transcription."

This is already covered by paragraph 176 of the Commission's rules and, it is felt, therefore, that no further ruling is necessary.

Senate Considers Copeland Measure

THAT there is still some life left in the Copeland-Tugwell food, drugs and cosmetics bill (S. 2800), which has been cuffed and kicked about the Senate since last December, was indicated when Senator Copeland (D.), of New York, sponsor of the measure, procured Senate consideration of the bill on May 16 only to have it brushed aside for other legislation. He served notice he would seek passage of the bill prior to adjournment, expected not later than June 17 by administration leaders, but the general view is that it can not possibly win House approval at this session.

The measure, which would stringently regulate the sale and advertising of three basic industries, has been modified four times since the original draft was submitted to Congress with administration endorsement. While acceptable in the main to most of the industries which would be affected, there is still stern opposition to it from others, while all groups feel that no legislation at all would be preferable.

Unconfirmed reports as BROADCASTING went to press were that the White House might again inject itself into the picture by asking passage of the pending measure. Even should this be done, it is pointed out, it is hardly conceivable that the House would be in position to study and analyse the far-reaching legislation if early adjournment plans are effected.

Debate on the measure in the Senate May 16 yielded little more than a showing that the majority of the Senate was lukewarm on the measure. A motion by Senator Copeland that the measure be considered was agreed to on a record vote, and Senator Copeland gave a detailed explanation of the bill. The upshot was that the measure was ordered printed in the Congressional Record but was not considered further at that time.

ADVERTISING likes and dislikes of New England women are being determined in a special "consumers' forum" being conducted over WBSO, Wellesley Hills, Mass., by Harold Cabot & Co., Boston agency, in which the women are asked to send in their reactions to various kinds of copy.

Your choice

OF AMERICA'S MAJOR MARKETS

AND NO "COVER CHARGE"

MEMBER STATIONS IN BASIC AREA

WADC	Akron
WBAL	Baltimore
WLBZ	Bangor
WNAC	Boston
WICC	Bridgeport
WGR-WKBW	Buffalo
KWCR	Cedar Rapids
KYW	Chicago
WSAI-WLW	Cincinnati
WHK	Cleveland
WAIU	Columbus
CKLW	Detroit
KSO	Des Moines
WOWO	Fort Wayne
WDRC	Hartford
KMBC	Kansas City
WFEA	Manchester, N.H.
WISN	Milwaukee
WOR	Newark
WOW	Omaha
WIP	Philadelphia
WCAE	Pittsburgh
WEAN	Providence
WHEC	Rochester
WFBL	Syracuse
WMAS	Springfield, Mass.
KWK	St. Louis
WSPD	Toledo
WIBX	Utica
WOL	Washington
WMT	Waterloo
WWVA	Wheeling
WORC	Worcester
WKBN	Youngstown

And additional stations in major markets outside the Basic Area.

NATIONAL and sectional radio-advertisers can now obtain intensive trading-area-coverage of *their* choice of America's major markets . . . New York, Chicago, Philadelphia, Boston, right down the line . . . without the penalties and inconvenience heretofore attached to individual station use.

To advertisers and their agencies using equal schedules of 15-minute periods or more, on a minimum of 10 member stations, G.B.I. offers the facilities of result-proven, network-affiliated stations *at Group Rates with transcription cost absorbed* . . . plus the convenience of placing one order for all stations, receiving one billing, and having the campaign serviced from start to finish by one organization.

In other words, a la carte service at table d'hote prices . . . and no "cover charge."

"THE *Best* BUY IN BROADCASTING"

GBI Inc.

GROUP BROADCASTERS, INC.

ROOM 1432, CHRYSLER BUILDING, NEW YORK, N. Y.
Telephone Vanderbilt 3-3425

3300 Union Guardian Bldg.
Detroit, Mich.
Cadillac 7200

410 Wrigley Bldg.
Chicago, Ill.
Superior 3426

Russ Bldg.
San Francisco, Cal.
Sutter 0144

Baseball Is Taught 2,000 Oregon Boys In Joint Promotion

KEX Used to Draw Lads To Diamond School

By WATSON HUMPHREY
KGW-KEX, Portland, Ore.

"A SCHOOL that would teach baseball!"

Portland youngsters could hardly believe their ears when they heard this announcement over KEX, Portland, Ore., nor could they believe their eyes when they read it in *The Portland Oregonian's* sport section, so some 2,000 Portland boys between the ages of 12 and 16 trooped out to the baseball park for the first day and signed up.

And thus began the Oregonian-Beaver baseball school, sponsored by KEX, *The Oregonian* and by Thomas L. Turner, president of the Portland baseball club, member of the Pacific Coast League. Now every Saturday morning at 9 o'clock sharp the same 2,000 who were fortunate enough to register on the first day, May 5, line up to receive the expert instruction of a staff of coast league ball players headed by Carl Mays, nationally known major league pitcher for 17 years.

Promotes Newspaper

IT'S PROMOTION, of course, but it's good promotion, designed to popularize the exclusive KEX baseball broadcasts and to increase the circulation of *The Oregonian*. It costs the pupils nothing. Added inducements are: All boys registered in the classes receive free admission cards to all Portland home games played on Saturdays; at each Saturday morning class autographed baseballs are given to the best "baseball students"; and finally, at the end of the 12 weeks' school, the prospect adjudged best will be awarded a free two-weeks trip with the Portland ball club.

Continued interest in the school will be maintained by special talks during the KEX baseball broadcasts and by publicity in the sport section of *The Oregonian*.

At the end of the training period, one team chosen from the school will meet Carl Mays' Oregonians, a private team of 15-year-olds, in a series of three games preceding coast league games.

Credit for organization work goes to Larry Allen, assistant manager of KGW-KEX. Rollie Truitt, KGW-KEX announcer, assists Carl Mays each Saturday morning giving instructions over the field's loud speaker to the 2,000 assembled on the grounds.

Noteworthy in the class method is that each student is coached particularly in the position he desires to play, listing his preference—first base, infield, and so on—on his registration card.

Two sand lot baseball experts—school boys—traveled 200 miles from Umatilla, Oreg., to attend the opening session. Others came from closer points in northwest Oregon.

WITHIN a few hours after settlement of its service station men's strike, big Cleveland oil distributors were on the air May 15 with spot announcements to the public.

Two Boston Applicants Are Seeking Frequency In 1500-1600 kc. Band

TWO MORE applications for a frequency in the newly opened 1,500-1,600 kc. band, designated by the Radio Commission for experimental high fidelity broadcasting, have been filed. They are from the General Television Corp., Boston, apparently an offshoot of Short Wave & Television Corp., and D. E. Replogle, consulting engineer of Ridgewood, N. J. The former asks for 500 watts on 1,570 kc. and the latter asks for 1 kw. on 1,570 kc. For General Television Hollis S. Baird is designated as chief engineer, holding 2,250 shares of stock; A. M. Morgan is holder of 2,250 shares, and Butler L. Perry, 500 shares. Assets are given as $140,000.

The Commission, which recently granted four assignments in the new band, denied two and allowed one to go by default, requires that the applicants show adequate financial and technical responsibility. They must also disclose plans for a definite program of research designed to develop the 20 kc. frequencies reserved in the 1,500-1,600 kc. band. The Boston applications have been set for hearing June 27.

Also applying for an assignment in the new band, asking for only 150 watts on 1,530 kc., is Roy W. Bushland, a radio amateur of Chippewa Falls, Wis., who claims assets of $10,000.

New Band Call Letters

CALL LETTER assignments for the four new broadcasting stations in the 1,500-1,600 kc. band recently authorized by the Radio Commission were assigned May 25 as follows: Waterbury (Conn.) American-Republican, W1XBS; First National Television, Inc., Kansas City, W9XBY; Pioneer Mercantile Co., Bakersfield, Calif., W6XAI; John V. L. Hogan, Long Island City, N. Y., W2XR. All of the stations are expected to be built and operating within the next few months.

Newspaper Buys WNBH

E. ANTHONY & SONS, Inc, publishers of the *New Bedford* (Mass.) *Standard-Times* on May 18 became the licensee of WNBH, New Bedford, when the Radio Commission authorized its transfer by the New Bedford Broadcasting Co., controlled by Irving Vermilya. While the newspaper now owns controlling interest in the station, Mr. Vermilya will continue as its manager. The terms of the sale were not disclosed.

Northwest Meat Campaign

CARSTEN PACKING Co., Seattle (meat products) is sponsoring a series of 26 30-minute programs titled "Carsten's Corners," on the northwest triangle group, a special hookup comprising KOMO, Seattle; KGW, Portland, and KHQ, Spokane. Program is heard Monday nights at 9 o'clock and is written by Mitchell Sutherland and produced by Burton James of the Seattle Repertory Playhouse.

Music Sells Self

MILWAUKEE'S musicians' union has discovered the power of radio following a series of free broadcasts over WTMJ. To promote "live music," the union took advantage of the station's offer to go on the air without cost and without pay. It offered everything from a 60-piece symphony and bass viol duo to brass bands and dance orchestras. Now its members are enjoying "boom times" again, with plenty of jobs from amusement spots that formerly were non-union or had no music at all. They attest that "it pays to advertise by radio!"

New Department Heads At WINS Are Announced

Mr. Thomas

R. L. FERGUSON, newly appointed director of WINS, Hearst New York station, on May 23 announced new departmental heads as follows: Chester Thomas, head of program department and the general office manager; Edward Cleland, continuity director; Alfred Saxe, production director; and Edythe Meserand, publicity director.

Mr. Thomas for six years was associated with WLW, Cincinnati, first as secretary to the general manager and then as head of the traffic department. Mr. Cleland, who entered radio as a script writer in 1930 for WLVA, Lynchburg, Va., comes from WLW, where he originated the "Old Reporter's Headlines of Yesterday." Mr. Saxe formerly was with CFCF, Montreal, as program and production manager, later joining the announcing staff of NBC in Chicago. Miss Meserand for four years was with the NBC press department.

Remaining at their posts are Philip F. Whitten, commercial manager; Earl Harper, director of special events, and Vincent Sorey, musical director.

WBS Uses Radio Time To Market Daily Discs

WORLD Broadcasting System is now using radio to sell radio through a series of especially designed programs combining entertainment and WBS institutional messages. All of the 88 stations using the WBS daily program service are being invited to join in this nation-wide cooperative campaign to make not only advertisers, but also listeners, conscious of WBS service.

In this attempt at acquainting advertisers with the service, the "World Revue" was designed, in which musical and variety numbers are woven together with commercials about WBS and the daily service. The attention of both national and sectional advertisers to these demonstrations is assured each week through special notification by letter on the day that the revue will be broadcast locally.

Radio Spelling Bee Ends Fourth Year

Contest for Schools Proves "National" for Sponsor

By E. K. Cargill
Manager WMAZ, Macon, Ga.

Mr. Cargill

A FEATURE that is a natural and that can be used by one station in every city, has just been completed for the fourth year by WMAZ, Macon, Ga.

It is a county-wide spelling bee in which WMAZ not only secures full cooperation from the board of education but sells a sponsor at a premium price. The Bankers Health and Life Insurance Company, of Macon, has sponsored the contest for four years and has asked for all-time option on the feature.

18 Schools Participate

THE BOARD of education instructs 18 grammar schools in the county to select its two best spellers. The 36 pupils go on air for half hours on three consecutive nights. The superintendent of schools designates two supervisors as judges and names a professor from a local high school to "give out" the words. Each pupil steps to microphone, gives his name and name of school and has one opportunity to spell each word.

Elimination continues until end of third half hour when prize money provided by sponsor is divided.

It was necessary to divide prize money among 16 spellers one week, so WMAZ provided an extra quarter hour in effort to select a champion, but six were still spelling in the final period.

Praise From Principal

POPULARITY of feature is indicated by a letter from principal of one school reading, in part, as follows:

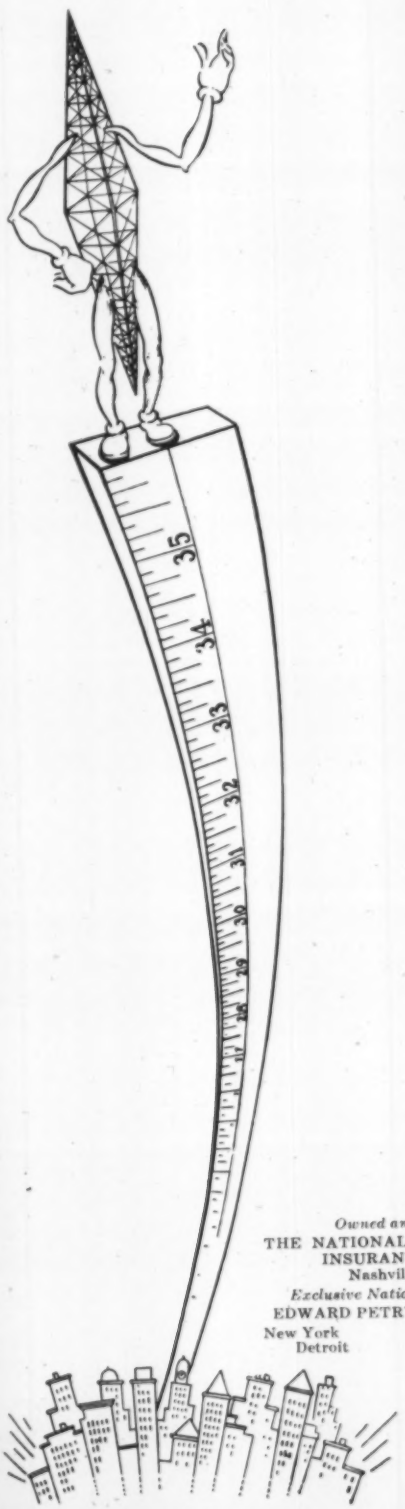
"I today polled the upper grades of my school and found: Of 161 homes with radios, 132 tuned for the spelling match. There has been a decided improvement in the interest in spelling, so it seems you have both helped the schools and secured a good deal of publicity."

GBI Chrysler Series

TWO PROGRAMS for the Chrysler Corp., Detroit, are now in production with Group Broadcasters, Inc., the business being handled by Lee Anderson, Inc., Detroit agency. One program, called "We Moderns," is for the Chrysler Airflow model, and another, "Action," for the standard six-cylinder car. Both are of fifteen minutes duration and are under the direction of Frank Luther. They will be heard during the summer, through stations in the principal cities of the United States, distribution being in the hands of GBI.

THERE were 6,254,400 licenses to operate radio receiving sets in force in Great Britain March 31.

BY ANY YARDSTICK WSM's MARKET IS WAY AHEAD!



Everybody has his favorite recovery statistic these days, but the South leads the parade in any column of index figures you care to line up.

So, naturally, WSM is selling more merchandise than ever for its sponsors.

And that's saying a lot—because WSM's high program-level and strong signal had already conspired together to break all response records before the South turned out to be the fair-haired boy of the New Deal.

As we have said before, when you buy WSM's 50,000 watts you pay only for the South . . . the national response is free.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY
Nashville, Tennessee
Exclusive National Representatives
EDWARD PETRY & COMPANY, INC.
New York Chicago
Detroit San Francisco

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

The Need for Merchandising Service

Stations Can Best Meet Newspaper Competition With Aids To Small and New Advertisers in Distribution

By DAVID H. SANDBERGER
Los Angeles Manager
Greig-Blair & Spight, Inc.

WITH the steady growth in spot broadcasting business, independent stations are finding an increasing demand on the part of new prospects for a merchandising service that will parallel the assistance offered by local newspapers. The author of this article suggests that stations should not only inaugurate merchandising service bureaus, but should get together in each city and agree on what constitutes legitimate services and what does not and then adhere to the agreement. He lists four major benefits that would accrue to radio stations from such a policy.

"WHY GO on the air in a market when we haven't distribution?"

I wonder whether that oft-repeated query is not going to compel station operators to formulate some policies under which radio can play a more helpful role for the manufacturer who must get his goods on dealers' shelves before radio advertising becomes profitable.

With the major accounts that have their problems of distribution under the control of their own sales staffs, the sale of time offers simply a sales problem. However, the problem of inducing small or new advertisers entering a territory to use radio time is most difficult when more than likely the local newspaper offers some merchandising assistance.

Time Held Ripe

IN THE ERA from which the sales phase of radio is emerging, that of the "time broker," some stations have not been in position to undertake aggressive selling in the national field of their markets or medium. They have had to content themselves with securing business from the chains or from accounts that were in position to attend to their own problems of distribution, so that heretofore this problem has not assumed a great deal of importance.

Today, however, with the development of the national representative organizations, stations have in the national field the equivalent of their own sales organization engaged in selling advertisers on the possibilities of the markets they represent. And as the result of this new development, with more new advertisers being sold on the merits of radio, the problem is presented as to what the stations are going to do to assist a manufacturer to become established in their market. Are they going to leave to newspapers the task of helping new accounts become established in a territory, or are they going to work out some policy whereby an advertiser desiring to use radio can have available through the stations helpful merchandising assistance?

And while station operators can rightfully cry that a manufacturer's sales problems are of no concern of theirs, at the same time it is a problem of theirs if business is being diverted to a competing medium because that medium is rendering a service that they might render.

Lessons From Newspapers

NEWSPAPERS in their merchandising service departments for years have been making trade surveys, feeling out consumers and dealers, obtaining cross-section pictures of competition, taking the manufacturers' story to the retailer and showing advance proofs of campaigns to come, providing reports to sales managers, even seeing to it that the advertiser gets a special break in the way of displays.

Advertisers will impose, of course. They will always try to get as much service as they can for as little as possible. Radio stations, however, have the experience of newspapers to guide them in avoiding the pitfalls of capitulating to unreasonable demands and now, in my opinion, is the time that all stations in each city might profitably get together and define what is to constitute legitimate service and what service they will all agree *not* to render—and above all abide by that agreement.

Conceding that merchandising service has become with many newspapers an expensive nuisance that has outgrown every original concept, the fact remains that it was born of necessity, and by the same token I cannot help but feel that radio will soon be meeting the same problems, although I hope with an eye cocked on the experience of newspapers in order to avoid some of their costly mistakes.

Spot Business Growing

A STATION in one western city is considering meeting this problem by asking all key stations to participate in the creation of an independent merchandising bureau. All stations in the city would set up a uniform standard of merchandising practice predicated upon the use of a stipulated amount of time within a set period.

Regardless of what plan of operation may be devised to meet this growing problem, it behooves all stations to give the matter serious consideration. Spot broadcasting is increasing and will continue to increase with national sales forces of stations aggressively selling markets and aiding in the creation of new accounts. Some way must be devised whereby stations may assist their salesmen in bringing to a successful conclusion their sales work.

Some of the benefits, as I see them, that would accrue from the development of merchandising service to advertisers along sound constructive lines would be:

1. Radio would be enabled to protect itself against business going to newspapers.

2. Stations would be enabled to go after a larger share of the advertiser's dollar and compete with newspapers on their own ground.

3. If stations cultivate closer relationships with distributors and dealer organizations, the use of radio time is more apt to be recommended to those manufacturers who from time to time ask distributors what form of local advertising they prefer.

4. It would serve to overcome the objection expressed by advertisers so many times that it seems difficult to realize any tangible merchandising value from their radio investment by which question they usually mean, "Why buy radio advertising when by using newspaper space we can secure assistance in becoming established in the market?"

With the sphere of influence of radio stations extending over a greater area than that of newspapers, problems are presented in working out a service that will function in all of the markets which may comprise a station's field.

It will also be found impossible for many stations to undertake any sort of merchandising assistance. On the other hand, however, the majority of stations might profitably give thought to this matter and it is with this in mind that I am tossing this controversial subject into laps of the "minds" of radio.

Armand Starts Series

ARMAND Co., Des Moines (Symphonie face powder) during the week of May 20 started a 13-week series of 15-minute transcription programs, produced by World Broadcasting System and placed weekly on 17 stations through N. W. Ayer & Sons, Philadelphia. Programs feature Lennie Hayton's orchestra, Jane Froman and Don Ross, with talks by Carl Weeks, noted cosmetician and head of the company. Account was placed on the following stations: WOAI, KPRC, WSM, WCCO, WFAA, KDKA, KRO, KFI, WDAF, WGN, WLW, WJR, KMOX, WTAM, WHO-WOC and WBT.

53,000 Respond To Daytime Offer

Alka-Seltzer Test on WLS Reveals Mid-day Audience

By W. A. WADE
Wade Advertising Agency, Chicago

Mr. Wade

OVER 53,000 replies to three daytime announcements! When we decided to make a test of WLS daytime audience and responsiveness on behalf of our client, Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka-Seltzer), we suspected that returns would be great. But we were totally unprepared for the tens of thousands of requests that came pouring in.

A free picture of Uncle Ezra, the genial, be-whiskered old character in our 15-minute "Station E-Z-R-A" Alka-Seltzer program, was offered, and after the third announcement the situation became so serious that we were forced to announce over the air that additional requests could not be honored. Yet, at this writing, three weeks later, we are still receiving letters at the rate of 100 a day.

Reason for Test

THE OFFER to send Uncle Ezra's picture to anyone who would write for it was made on April 16, 18 and 20. The time was between 1 and 1:15 p. m.

The test came about in this way. Alka-Seltzer has used WLS for about three years with remarkable success. For the last eight months our client has sponsored 60 minutes of the WLS National Barn Dance on a coast-to-coast NBC network each Saturday night with very satisfactory results in increasing sales of Alka-Seltzer. Recently, it was decided to use a supplementary daytime radio program in the Chicago area. WLS was selected, beginning April 2.

Naturally, we wanted to know if a mid-day program had an adequate listening audience. The result leaves no room for doubt. Twenty-eight thousand responses, or over 50 per cent, came from Illinois; 10,000 came from Indiana, 9,000 from Wisconsin, 3,500 from Michigan and 1,400 from Iowa. Fifteen other states and Canada were represented.

Other Mail Responses

WHILE this is the largest mail response that WLS has ever produced for Alka-Seltzer, it is not the only large one. In March, 1932, a single Sunday afternoon invitation to send for a free sample of Alka-Seltzer drew 9,827 requests. In February, 1933, three WLS National Barn Dance Saturday night offers to send a free radio log (local station only) brought 30,032 requests.

THE CENTAUR Co., New York (Fletcher's Castoria) is supplementing its CBS network show featuring Albert Spalding with local studio programs on a number of southern stations, including WSB, Atlanta, placed by Young & Rubicam, New York.

Do You Want Coverage of the Entire Pacific Coast At Lowest Cost?

Then Read This Breakdown of 20,479 Letters Received by One KNX Advertiser

This Advertiser had been using broadcast in Los Angeles for three years intensively. Also he had used newspapers, and had circularized the entire list of names in the Los Angeles telephone directory. Now read below a breakdown of the 20,479 letters he received from KNX before KNX went to 50,000 watts.

States	% Radio Receiving sets in eleven Western States	% of client's mail from each State
Arizona	1.3%	2%
California*	*55 %	*34%
Idaho	2.5%	10%
Montana	3 %	11%
Nevada	0.2%	2%
New Mexico	1 %	1%
Oregon	9 %	13%
Utah	3 %	3%
Washington	12 %	16%
Wyoming	1 %	1%
Canada	.....	4%
Other States	.....	3%

Now—50,000 Watts

With only 5,000 watts, K N X gave outstanding coverage on the Pacific Coast, partially due to the peculiarly advantageous position of its transmitter. Last year, K N X jumped farther ahead with 25,000 watts. Now—with 50,000 watts, K N X is the unquestioned leader in low cost coverage of the entire Pacific Coast market.

**KNX makes no claim of COMPLETE coverage of the San Francisco metropolitan area which has about one-third of broadcast receivers in California.*

PROVEN POPULARITY and Coverage in Los Angeles

Emphasizing the popularity and coverage of KNX in Los Angeles, as well as in other parts of the Pacific Coast, are these figures from the response obtained by another advertiser who broadcast the same program, at the same time, over two other radio stations in Los Angeles. (Percentages show comparison of inquiries received by each station).

Station	L. A. City	Other parts of Calif.	Other States	Total
KNX	54%	84%	99%	67%
"A"	38%	15%	....	28%
"B"	8%	1%	1%	5%

No Summer Lull in Radio Here

Climatic conditions on the Pacific Coast are conducive to radio listening. Cool evenings enable people to enjoy radio broadcasts throughout the summer months—in contrast to hot, sticky weather in other parts of the country which forces people out of doors, out of reach of their radios. Furthermore, the earlier release on the coast of national network programs opens popular times for local broadcasts with less competition. Make the most of this opportunity by using K N X.

Advertisers Who Want To "Test" the Pacific Coast

KNX is your first and most logical test station. Coverage of the entire Pacific Coast at lowest cost. Write or wire TODAY for further proof of tremendous mail response — and for rates and time now available. Remember there is no "summer" lull in radio listening in the KNX market.

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts*

Hollywood, California

GREIG, BLAIR & SPIGHT, *Representatives*

NEW YORK OFFICE
Humboldt J. Greig
342 Madison Ave.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

Yankee Net Gains Gallery Privileges

Ivan Johnson Opens Service; Three Are Buying Havas

A SIGNAL victory was won for radio May 17 when, despite continued newspaper opposition, the Yankee Network News Service secured a unanimous vote of the joint rules committee of the Massachusetts state legislature according its reporters full press privileges equally with newspapers. The victory was gained after a public hearing, to which state senators and representatives came to record their support. Tremendous public support was also secured after Dick Grant, editor, went on the air to tell the people about the situation.

The Yankee Network formed its own news service March 1 in dissatisfaction with the recent press-radio "program" which terminated its broadcast arrangements with four Boston newspapers. It is served by Transradio Press Service and has built up its own city staff in Boston and a string of correspondents throughout New England.

New News Service

WITH Transradio recently disclosed as buying the Havas Agency's (leading press association of France) world-wide news service to supplement its own national coverage, it was also learned during the last fortnight that the Radio News Association, headquartered in the Albee Bldg., Washington, is getting the Havas service. This was disclosed by Stanley Hubbard, KSTP, prime mover in the Radio News Association.

The newest venture into the independent radio news field is Ivan Johnson's Radio News Service of America, located at 369 Lexington Avenue. Mr. Johnson is reported to be sending out his news reports via the short wave circuits of Press Wireless, Inc., three times daily. His plan is to utilize short wave radio to "deliver" the news traffic to subscribing stations, though some stations still get it via wire telegraph. Besides having domestic correspondents, the Johnson service is also reported to be buying the Havas Agency foreign reports.

Press-Radio Expands

WHILE the independents continued to report progress in their efforts to establish self-sustaining and autonomous news services, the Press-Radio Bureau, established under agreement between the networks, the publishers and the three big press associations, reported that its New York and Los Angeles offices are now serving about 160 stations and a number of newspapers that supplement their local news flash periods with its twice daily 5-minute national news flashes.

Most of these stations, of course, are linked to the two networks, but the service, which cannot be sponsored under the terms of the "program," is also sold to independent stations or to network stations for release at more convenient times. The flat fee is $12.50 a month, with independent subscribers paying the wire delivery tolls.

A Pertinent Suggestion

To the Editor of "Broadcasting":

Mr. Daly

For some ten or twelve years the battle has raged over radio and its potential powers as an agency for good or evil in this wicked old world of ours.

Educators claim commercial programs feed the fires of moronic imagination.

Commercial broadcasters look askance at panaceas offered.

For years, I have listened to the arguments—pro and con—including the panel discussion at the recent convention of the American Association for Adult Education. An idea occurs to me: Why not settle a moot question for once and all, and in this way?

Since educators are so sincerely interested in the question, having studied the situation and surveyed its possibilities, give them a concrete chance to prove the truth or falsity of their claims.

As in the old days newspapers sometimes had guest editors, turning over the entire plant—mechanical and editorial equipment—to ministers of the gospel and public school superintendents who sought to publish the ideal family journal, so let the educators take over radio, en masse, for a day or a week.

A day—from dawn to midnight—would probably suffice. Let Mr. M. H. Aylesworth, president of NBC, and William S. Paley, president of the CBS, invite the educators, as their guests, to put on one ideal day of broadcasting. The independent stations, through the solicitation of my friend, Phil Loucks, of the National Association of Broadcasters, might also graciously go along with the experiment. The general public would then get what the educators claim the public needs. The public would certainly be the judge—and the jury. It might cost a little money; but, after all, what is a monetary sacrifice to the enlightenment of the world?

I ask you, and I'd like to have the answer.*

John J. Daly,
May 24, 1934. THE WASHINGTON POST.

** Our answer, Mr. Daly, is that your idea is splendid. Your background as one of journalism's foremost feature writers and dramatic critics as well as your intimate knowledge of the program side of radio, with which you have kept abreast, qualifies you well to make this suggestion.*

Perhaps, as a sort of initial test, it might be wise for some enterprising independent station, rather than the entire industry, to turn over its facilities to the educators for a day. Several newspapers have done so, making guest editors of critical clerics and clubwomen. A more general "experiment," involving perhaps one or both of the networks, might be attempted later.

Adult Education Group Dissects Radio In Free-for-all, and Then Goes to Lunch

Joy Elmer Morgan's Proposed Panaceas Argued Down As Bellows and William Hard Defend System

A FREE-FOR-ALL discussion of broadcasting, which digressed widely from the listed topic, "To What Extent Does Radio Broadcasting in the United States Need Public Regulation?" developed at the annual meeting of the American Association for Adult Education in Washington May 23. In a "panel discussion" commercial and educational broadcasting was discussed pro and con, but no conclusions were reached as to what should be done, if anything.

Participating in the panel discussion were Prof. Harry A. Overstreet, of City College, of New York, leader; Lucy Wilcox Adams, acting director, California Association for Adult Education; Henry A. Bellows, CBS Washington vice president; William Hard, nationally known journalist and radio commentator; Joy Elmer Morgan, of the National Education Associatin and a leading exponent of government control of radio; Levering Tyson, director, National Advisory Council on Radio in Education, and H. V. Kaltenborn, CBS news commentator.

Among the debaters Mr. Morgan alone held the view that radio programs are worse than ever and that there should be allocations of facilities to the states for their exclusive use. Some of his radical views, however, were reflected from the floor in open debate that followed.

Mr. Hard, in answer to Mr. Morgan's allegations that the Radio Commission is biased in favor of commercial broadcasters and that the law should be changed to care for educational stations, brought out that it is possible for the Commission today to withdraw facilities from commercial stations and turn them over to some university upon showing that the former is not serving public interest and the latter is in public demand.

Mr. Bellows, Mr. Hard, Mr. Tyson and Mr. Kaltenborn painstakingly pointed out to Mr. Morgan, after he had raised the issue, that the demise of so many educational stations since 1927 (they dropped from upwards of 100 to about 30) could be attributed to lack of public demand for their outpourings. Mr. Hard pointed out that even as great an institution as Cornell University voluntarily reduced its time on the air to one hour and turned over the balance of its facilities (WESG, Elmira) to commercial interests, and found that by so doing it had more auditors for its one hour a day than previously for longer periods.

Raps Radio Commission

MR. MORGAN vigorously criticized the Radio Commission, declaring it had not accorded to the states their radio rights. Challenging this contention was Mr. Bellows, who pointed out that the Davis amendment prescribed the manner in which facilities should be distributed among the states and zones, according to population.

After Mr. Morgan had stated that programs are getting "worse" and that radio is "killing itself," Miss Adams interjected that she thought programs had vastly improved. Finally, Mr. Morgan suggested that the Radio Commission reserve 15 minutes each day during the two-choice evening hours for "national affairs." Mr. Bellows responded that vastly more time than that is now devoted to national affairs voluntarily by all stations.

Mr. Hard suggested the Commission might develop some sort of program "criteria" by which stations scientifically could measure the quality of programs. Others pointed to the danger of entrusting any degree of program management to an agency essentially political in character. Moreover, they pointed out, the type of program that would be desirable in New York would not please in Kansas.

Among the sundry suggestions made from the floor was that radio programs be built along the lines of the newspapers with the "front-page news" or "national affairs" topics presented during the preferred evening hours, and with the jazz and comedy, as are comic strips and sports news subordinated. The proposal won loud applause until one speaker brought out that with all the murder, gangster, love affair, and similar stories on the front pages, he doubted the wisdom of the suggestion. The discussion shifted to another remedy and concluded when the chairman noted it was lunch time.

38 Get "Tea Talks"

THIRTY-EIGHT stations have secured the account of McCormick Spice Co., Baltimore (Orange Peko tea), which comprises three one-minute World Broadcasting transcriptions weekly for 21 weeks. Programs are titled "Tea Talks" and account was placed by Van Sant, Dugdale & Co., Baltimore, on the following stations: WMC, WSB, WSM, KLRA, KFPW, WRUF, WJAX, WDBO, WTOC, WRC, WTJS, WPFB, WJDX, KTBS, KMLB, WBAL, WAPI, WNOX, WFLA, WDOD, WORK, WRVA, WTAR, WBT, WPTF, WMAZ, WRBL, WIOD, WFBM, WLVA WIS, KDKA, WACO, KPRC, KFDM, KNOW, KABC and KGKB.

FOR NORTHERN CALIFORNIA COVERAGE

KPO KGO

SAN FRANCISCO

Local and National Advertisers! Open the gates to results in the Golden Gate Area with KGO and KPO. These two N B C stations—outstanding in program popularity and local prestige—are sales producers in all of Northern California.

For information on rates, results and coverage, contact either station or any of the offices listed below.

NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK
WEAF & WJZ

•

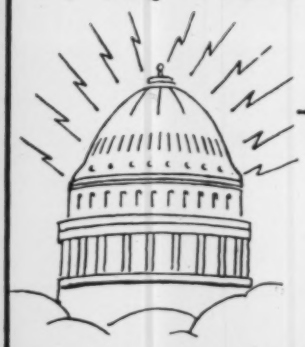
CHICAGO
WMAQ & WENR

•

SAN FRANCISCO
KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

The new WLW makes CINCINNATI the BROADCASTING CAPITAL of the WORLD ★ ★



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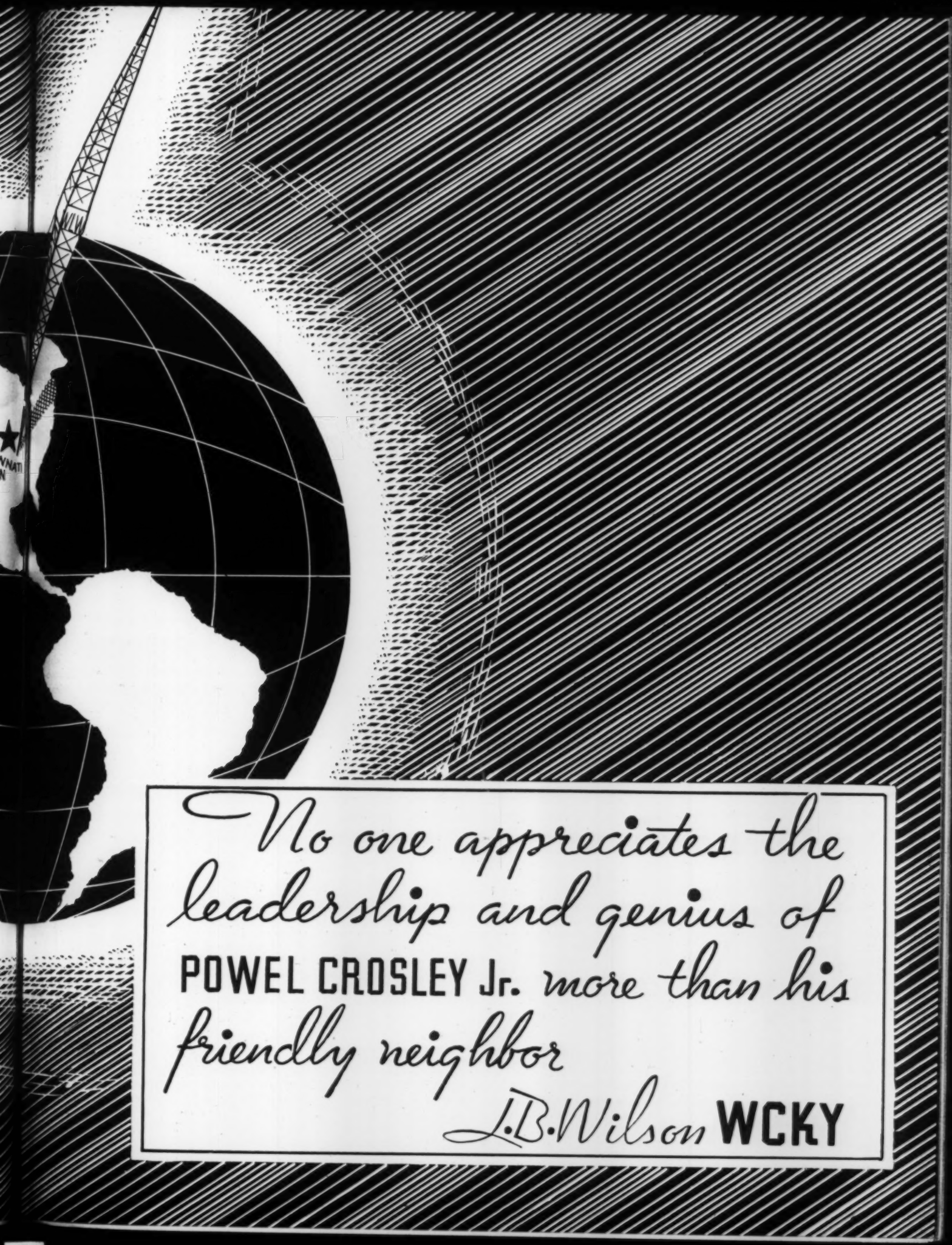
No one appreciates the
leadership and genius of
POWEL CROSLEY Jr. more than his
friendly neighbor
L.B. Wilson WCKY

XUM

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F. G. TAYLOR, Advertising Manager

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Sound Warnings

IT WAS RATHER a lugubrious note that major speakers at the A.A.A.A. convention in Washington struck in some of their discussions of adcraft practices. Nor can it be said that the criticisms of Mr. D'Arcy and warnings of Mr. McIntire were overstated. The outspoken words that also came from consumers' representatives simply lent emphasis to their pleas that business and advertising purge themselves of the undesirable "outer fringe," the small but dangerous element that is largely to blame for the unmistakable current trend toward further government interference and regulation.

Radio is slowly but surely cleaning house. While much of what the A.A.A.A. speakers said could aptly be applied to some broadcast sponsors, the fact remains that the broadcasters are definitely tightening up and making their commercial requirements more severe. Broadcasting has so much more attention focused upon it than most printed advertising, that its faults seem glaring by comparison. Actually, there is far less questionable advertising on the air and far more quality advertising in proportion to that in most other media. That is one of the reasons the broadcasters are welcoming the scrutiny of commercial continuities being undertaken by the Federal Trade Commission; it may have the effect of adding a hand-brake on the momentum of overzealous advertisers and agents to the foot-brake the broadcasters themselves are applying.

Labor Racketeering

A SERIOUS situation has developed in the broadcasting industry in connection with the activities of the International Brotherhood of Electrical Engineers to unionize engineers and operators of stations. No one will dispute the right of any employe to join any character of union he chooses. But when strong-arm methods are employed something should be done.

Thomas R. McLean of IBEW has been scurrying about the country organizing technical staffs of stations. He has been responsible for two strikes—at WHB, Kansas City, and WGAR, Cleveland. In both cases there were reprehensible practices reported. From Chicago have come reports that technicians have been intimidated and threatened with physical harm unless they would unionize.

Why should a civilized government condone such practices? It seems to us that the NRA, with its objective of achieving a square deal for the worker, might well look into such activities.

Meeting Vital Issues

IN A PINCH the broadcasting industry always seems to come through with a base hit. It did just that in the case of the iniquitous Wagner-Hatfield amendment, which was sent to ignominous defeat in the Senate after broadcasters had been aroused to a white heat when faced with the threat of an unprecedented upheaval. They went straight home with the true story to their Congressional delegations.

Virtually all of the four hours of Senate debate on the communications bill was devoted to the Harney proposal, which would have allotted 25 per cent of all facilities to so-called "public welfare" organizations. Forty-two Senators voted against the amendment; 23 voted for it. That roll-call, published in this issue, should be noted well by all elements in the broadcasting industry, for it shows who are its friends and who are its enemies.

To Senators Dill and White, who led the fight against the amendment, broadcasters owe a debt. Even such men as Fess of Ohio and Couzens, of Michigan, who have been loud in their condemnation of certain phases of broadcasting, could not accept the glaring injustices of the amendment. They could see naught but robbery in the proposal that facilities be taken from existing commercial stations and given to other commercials under the guise of religious or educational parentage.

The new Commission, it appears likely, will be in operation before next fall. We hope that President Roosevelt, in selecting the personnel of that important agency, will turn a deaf ear to the pleadings of political job-hunters. The task of this new agency is highly technical as well as quasi-judicial. He should seriously consider the reappointment of those veterans on the present Commission—the men who know radio and who have served the radio public well—rather than assign so important a task to a group of inexperienced men untrained in radio or communications.

Maybe It's the Heat

COMPOSED of humans, the Radio Commission, like all of us mortals, naturally makes mistakes. Its well-publicized but innocuous "press release" on liquor advertising was a shining example of poor judgment, to say the least. But its latest act of calling upon the *New York Herald-Tribune*, by resolution, to prove editorial charges that it is censoring programs for political reasons, wins the two-seated, ball-bearing kilocycle.

Whether the charges are warranted does not matter. After all these years the Commission should know that newspapers run editorial pages to provoke free thought and comment. So far as we know, its action in adopting a formal resolution calling upon the publisher of a newspaper to produce facts to substantiate his editorial page "charges" is unprecedented.

Why the Commission should be so thin-skinned about the editorial is hard to fathom. Maybe it is fidgety because it will soon pass out of the picture and hand over its job to the new Communications Commission. Maybe it didn't even conceive the idea itself, but simply adopted something that was handed to it from higher up. Regardless of who the "master mind" was, it certainly disclosed a lack of understanding of newspaper editorial columns. It was a blunder from the public relations standpoint.

The RADIO BOOK SHELF

PROFESSORIAL solutions dismiss mere matters of millions of dollars with an easy wave of the hand. Thus Prof. Jerome G. Kerwin, of the University of Chicago, in his *The Control of Radio* (Public Policy Pamphlets No. 10, University of Chicago Press, 25 cents) suggests a dual system of broadcasting in the United States, keeping the best in private enterprise but also putting the government in the broadcasting field by taking over 5 to 10 frequencies in the 500 to 1,000 kc. range and reserving some of the shorter waves. Over these channels, he suggests, the government should erect its own chain, provide a variety of programs both for education and entertainment, forbid advertising, erect its own wire links if necessary. Since he admits the license fee system wouldn't work in this country, Prof. Kerwin suggests "we frankly face the necessity of governmental support from the public treasury. The initial cost would be high—perhaps well over a hundred million. This expenditure in the interest of defense, education and control in behalf of the people would be fully justified."

THOUGH radio scripts have been adapted from successful novels ever since dramatic programs first went on the air, the reverse process—constructing a novel from specially written scripts—is believed to take place for the first time in the case of "Dangerous Paradise," now going into production for the Crowell Publishing Co. Scripts have been presented since the end of September, 1933, on NBC under the sponsorship of the John H. Woodbury Co. (soaps) through Lennen & Mitchell, New York. They are now being novelized by the author, Carl Lindon Bixby, and will be published shortly at $2. Promotion of the novel by Woodbury for merchandising has not been decided upon.

A NEW LIST of broadcasting stations of the world, as of May 1, 1934, has been issued by the Electrical Equipment Division, Department of Commerce, and is available for 25 cents. While listing each nation's stations, it omits the short wave broadcasting list which is now in preparation to be issued specially. The May 1 list is inaccurate in several details, failing to give the recent Mexican changes and certain Canadian shifts of the last few months.

We Pay Our Respects To—

MARTIN BURROUGHS CAMPBELL

BETWEEN journalism and show business, with a widely variegated experience in those two fields, Martin Campbell came naturally by his aptitude for radio. His journalistic experience embraced everything from sports reporting and covering major news events to the news desk of several newspapers and the Associated Press. His theatrical experience started with publicity and ran the gamut from being a road show manager to property man to doing bits. One of his bits —Martin blushes to recall it—was playing a gnome in the great Joseph Jefferson's "Rip Van Winkle."

It was just about two years ago that Martin Campbell, who for nearly five years had been assistant manager of WHAS, Louisville, was called by the proprietors of the *Dallas News* to assume complete charge of its WFAA, sharing a clear channel with WBAP, Ft. Worth. The date was May 18, 1932, to be exact. His was the task of keeping a half-time 50 kw. station from going deeper into the red.

Within a year he did more than that, bringing its ledger well into the black. He improved WFAA's organization and with the able assistance of his program director, Alex Keese, who combines a fine musicianship with an extraordinary executive capacity, soon made the station's program appeal second to none in the southwest. He consolidated the sales force of WFAA and WBAP, taking over the commercial end of both stations. Despite the intense rivalry that exists between the two neighboring cities, and especially between their respective newspaper operators of radio stations, the combined commercial management has worked to the advantage and profit of both stations.

Martin Campbell was born in Asheville, N. C., April 17, 1892, an Easter Sunday blessing to his parents. His father was a salesman of advertising novelties. He attended Asheville's grammar and high schools, but was prevented from going to college because of frail health. For three years he had to be privately tutored. Betimes he worked in the local theaters, doing publicity and props duties. In 1912 he joined the *Asheville Citizen* and was assigned to sports writing, keeping up his theatrical publicity in season. One season, 1913, he went on the road as assistant manager of the musical comedy starring the famous Nella Brown.

He was a reporter when the United States entered the world war. Offering his services, he was given a civilian assignment with the Military Intelligence Bureau at the Newport News port of embarkation. Early in 1918 he was commissioned a lieutenant in the Army and transferred to Hoboken to await overseas orders, which never came. When war ended he returned to newspaper work, becoming city editor of the *Asheville Times* by 1920.

In 1921 an opportunity came to join the Associated Press. He served with that great press association for seven years in Louisville and Chicago. One of his numerous big assignments was covering the Floyd Collins entrapment in a Kentucky cave—the same story that won his companion newsman, "Skeets" Miller, now in charge of NBC's special broadcasts, the Pulitzer Prize.

Radio was coming to the forefront of attention, and while with the A. P., Martin Campbell began tinkering with it with Charles Butterfield, a colleague who was then an amateur building his own sets. Mr. Butterfield is now the radio editor of the A. P. Both acquired a considerable technical knowledge, so that in 1927, when Martin joined the *Louisville Times* as rewrite man, he was also given the job of radio editor. The great value of radio as a newspaper adjunct had been impressed on his mind during the bitter Chicago blizzard of 1922 when what is now WMAQ offered its facilities to the A. P. to broadcast its news to member papers while the wires were down. Martin was the broadcaster.

Within a few months after getting the radio editorship, he was named assistant manager of the *Louisville Courier Journal* and *Times* radio station, WHAS. He left there early in 1932, and accepted the commercial managership of the Mason-Dixon Group. It was not long afterward that the call came to Dallas.

Martin Campbell married Elizabeth Clark, of Lexington, Ky., Nov. 26, 1919. They have two children, Mary Belle, 13, and Jeffrey, 9. His chief interest outside his home is radio, which he believes inevitably pays returns in proportion to the public service and program appeal it offers. He likes fishing, too. For five years he was on the NAB commercial committee. His clubs are Rotary, Dallas Athletic Club, Dallas Advertising League, Sales Managers Club, Dallas Anglers' Club and Club Luis Obregon, Mexico (fishing and hunting). He is a Mason.

PERSONAL NOTES

HARRY STONE, manager of WSM, Nashville, has been elected president of the Advertising Club of Nashville. He was formerly president of the local American Business Club and also headed the Nashville Lion's Club for one year.

DAVID BRINKMOELLER, formerly assistant manager of WKRC, Cincinnati, has been appointed general manager of WGST, Atlanta. He succeeds Loren Watson, now manager of WIBX, Utica, N. Y.

MICHAEL J. KENT former auditor of WJBK, Detroit, has been appointed commercial manager of that station succeeding Clyde Britton who remains on the sales staff.

WILLIAM FAY manager of WHAM, Rochester, went to Washington May 9 to attend a White House reception, in connection with the transfer of the Roosevelt Ball funds to the Warm Springs Foundation.

DON LEE, head of the Don Lee Network, and Don Gilman, NBC Pacific division vice president, were guests of the annual Radio Day of the Los Angeles Chamber of Commerce May 9. Radio talent entertained, with CBS carrying the program.

C. F. COLLINS, formerly on the sales staff of KNX, Hollywood, has joined the commercial department of KMTR, Los Angeles.

HASSELL W. SMITH has been named national advertising manager of KFRC, San Francisco, in a new shakeup. Armory Eckley was named retail advertising manager, and M. W. Shelton is assistant sales promotion manager.

BIRT FISHER, manager of KOMO-KJR, Seattle, has purchased a new outboard motor boat to pursue his favorite sport of salmon trolling. He expects to christen the craft when H. J. Maxwell, western station relations manager of NBC, visits Seattle shortly, both being ardent devotees of the piscatorial sport.

FRANK L. BISHOP, former manager of KVOR, Colorado Springs, has joined the staff of WSGN, Birmingham, as special merchandising features director.

FRANK T. BELL, U. S. Commissioner of Fisheries and former secretary to Senator Dill, was host to the Radio Commission and its legal staff at a fish dinner at the Bureau of Fisheries reservation near Ft. Humphreys, Va., May 24.

M. H. AYLESWORTH, NBC president, and John B. Kennedy, NBC commentator, were among the group of distinguished speakers at the banquet of the congress of industrialists in the General Motors Building at the Chicago World Fair, May 25, held on invitation of Alfred P. Sloan, Jr., General Motors president. An NBC-WJZ network carried the speeches for an hour.

HERBERT WITHERSPOON, traffic manager of KHJ, Los Angeles, and one-time manager of KDB, Santa Barbara, late in May was transferred to the commercial department of KHJ as an account executive. Traffic duties will be handled for the present by Ruth Barnard, the department's secretary, jointly with Ernest Underwood, chief engineer.

J. FRED COLL, former general manager of programs and traffic of the General Broadcasting System, with headquarters at WPEN, Philadelphia, has been appointed director of publicity and special events of WMCA, New York, states an announcement May 22 by George B. Storer, president of the Federal Broadcasting Corp. Mr. Coll, before joining GBS, was publicity director of the stations operated by Paul F. Harron.

BEN McGLASHAN, owner of KGFJ, Los Angeles, and a candidate for state senator at the summer primaries, has purchased a seaplane.

RODERICK CUPP, graduate of the School of Journalism of the University of Missouri and recently connected with KFRU, Columbia, Mo., joined the staff of KIUL, Tulsa, May 7, handling continuity and contacts.

A. L. ASHBY, NBC vice president and general counsel, spoke over an NBC-WEAF network May 19 to introduce Dr. Pedro Paz conducting the Olivet College (Michigan) Symphony Orchestra, playing from WTAM. Mr. Ashby is a 1908 graduate of Olivet.

FRED BRENNE, former continuity writer of KGW and KEX, Portland, Ore., on May 5 joined KOOS, Marshfield, Ore., as assistant manager. George McMurphy, also formerly with KGW-KEX and later handling the Gilmore Oil account with the Chet Crank agency, has joined the sales staff of KOOS.

J. H. MacDONALD, of Tradeways, Inc., who has been on the west coast undertaking a survey for NBC, left Los Angeles the middle of May for New York to inspect network studios there.

FRANK ("Red Cross") CROWTHER, former manager of several southern stations and anouncer on WSB, Atlanta, has joined the executive staff of WMAZ, Macon, Ga.

W. CAREY JENNINGS, of KGW, Portland, Ore., has been elected first vice president of the Portland Advertising Club.

JACK RICE, president of the International Radio Club, and Don Henshaw, continuity director of WIOD, Miami, were guests of L. B. Wilson, president of WCKY, Cincinnati, while visiting stations whose executives are members of the club during May.

JOSEPH SAMUELS, formerly with a local commercial house, has joined the sales staff of KDYL, Salt Lake City.

EDGAR KOBAK, NBC sales vice president, addressed the May 25 afternoon session of the American Management Association, meeting in New York, on management policies from the standpoint of the New Deal.

DR. GEORGE H. HALLEY, of the commercial staff of KMBC, Kansas City, is now representing that station in Chicago, making his headquarters in the offices there of Group Broadcasters, Inc., Wrigley Bldg.

CECIL UNDERWOOD, assistant program manager of NBC in San Francisco, in May was transfered temporarily to the RKO-NBC studios in Hollywood to service clients with programs originating in Southern California as cross country broadcasts.

JOHN NESS, former manager of KMTR, Hollywood, has joined Hearst's San Francisco *Call Bulletin*, as promotion manager. The radio department of that publication has been placed under his supervision.

SELL THEM IN

RADIO SALES STATION ADVERTISERS

N SUMMER?

VOTE OVERWHELMINGLY—"YES"

As this page is written, contracts already placed for time on Radio Sales Stations—for June, July, August—exceed by more than 100% the same three months of last year. Increased demand for time on these stations comes from nearly every industry...with gains that run as high as 1500%! (See chart at left.) Here is shrewd, highly significant response to the summer broadcasting situation! A quick recognition of the fact that the 1934 summer radio audience will be bigger than the "peak" audience of any previous summer or winter*. Here is the route to seasonal and contra-seasonal gains...over dominant outlets of the Columbia Broadcasting System...through the ideal summer advertising medium (it's never too hot to listen)! Each of the 12 rich markets that Radio Sales Stations command has been accurately mapped and measured by Columbia's Research Department. You definitely know, in advance, the size, location, listening habits and wealth of the audience you buy. •• Radio Sales, Inc. supplies a complete service for local and "spot" broadcasting over the major Columbia Broadcasting System stations listed below.

*See "First Nationwide Survey of the Summer Audience"...by Columbia Broadcasting System.

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY • PHONE PLAZA 3-2320
410 NO. MICHIGAN AVENUE, CHICAGO • PHONE WHITEHALL 6000

WABC NEW YORK	WPG ATLANTIC CITY
WBBM CHICAGO	WFBL SYRACUSE
WKRC CINCINNATI	KMOX ST. LOUIS
WJSV WASHINGTON	KHJ LOS ANGELES
WBT CHARLOTTE	KGB SAN DIEGO
WCCO MINNEAPOLIS-ST. PAUL	KFRC SAN FRANCISCO

XUM

"Attention All Cars . . . Los Angeles Police Calling All Cars"

When Southern California tunes in on Wednesday night at 7:00 o'clock, that is the announcement that comes over most of the radio sets.

"Calling All Cars" is a broadcast for Rio Grande Cracked Gasoline, handled by Hixson, O'Donnell and Seymour, and produced at KHJ, the Los Angeles key station of the Don Lee Broadcasting System.

It is a dramatic re-creation of famous crimes and their detection by the Los Angeles Police Department, and is authenticated by Chief of Police Davis and other officials, from actual police records.

Recently the advertising agency made a telephone survey during the half-hour program completing 1,272 telephone calls, and has supplied us with the results.

In Los Angeles, 49.37% of the audience were tuned in on KHJ—15 other stations divided the balance of the audience, with the second Los Angeles station holding 50% less than KHJ's audience.

In Santa Barbara, 62% of the audience were tuned in on KDB.

In San Diego, 31% were tuned in on KGB—the second San Diego station had 18% of the audience.

Leading competitive programs on the air during the same period were Amos and Andy, and Warden Lawes of Sing Sing.

We believe this proves two important claims:

Columbia-Don Lee stations have the largest habitual listening audience (surveys show that KHJ leads with an average of 30%, 2nd station 23.6%, and so on), and that this can be built into a real peak audience with a Don Lee produced program. (KHJ showed 49.37% audience on the "Calling All Cars" broadcast.)

If you want to sell the coast, or any part of it, better write or wire for detailed information.

DON LEE
Broadcasting System

C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles

●

Los Angeles, KHJ	Fresno, KMJ
San Francisco, KFRC	Stockton, KWG
	Sacramento, KFBK
San Diego, KGB	Santa Barbara, KDB
Bakersfield, KERN	

(Northwest Unit)

Portland, KOIN	Seattle, KOL
Tacoma, KVI	Spokane, KFPY

Los Angeles Office.....7th at Bixel St.
San Francisco Office.1000 Van Ness Ave.

BEHIND THE MICROPHONE

MORT MILMAN, who has been operating his own office in New York City to book radio talent for chain broadcasts, is now in Beverly Hills, Calif., with offices in the California Bank Bldg. He will divide time between the east and the west.

ROBERT ARMSTRONG, native of Augusta, Ga., and for two years with WRDW, has joined the announcing staff of WMAZ, Macon, Ga. He succeeds Marion Bragg, resigned.

CHARLES GUSSMAN, formerly with KFRU, Columbia, Mo., and Maurice Cliffer, of Chicago, have joined the announcing staff of KMOX, St. Louis.

PETER MOLYNEAUX, editorial director of WOAI, San Antonio, Tex., has been elected a trustee of the Carnegie Peace Foundation.

KAY VAN RIPER, who writes and produces "English Coronets" for KFWB, Hollywood, has just written and published her first song called "Madonna."

JAN SAVITT, one of Philadelphia's outstanding young conductors and a member of the Philadelphia Orchestra, has been appointed musical director of WCAU, according to an announcement by Stan Lee Broza, program director of WCAU.

JESSIE JAMES has joined the administrative staff of KFOX, Long Beach, Cal., to handle publicity.

GRANT MAXWELL has been appointed program and production manager of KTAB, San Francisco, by W. I. Dumm, manager and president of the corporation operating that station. Mr. Maxwell succeeds Mrs. Irene Sorenson, who has resigned after two months.

MRS. CURTIS B. RAILING, author and radio diseuse, sailed May 23 for England to fill an engagement with the British Broadcasting Corp., presenting a series of dramatic sketches of southern life. She has written sketches and appeared in various roles on NBC for several years. She is taking several of her dramatic school students to London to assist in the BBC series.

NELSON CASE left the announcing staff of NBC in San Francisco in mid-May to be transferred to Radio City beginning June 1. He is motoring across the continent. Harry DeLa-Saux and Harlan McCoy, meanwhile, have been added to the announcing staff of NBC in San Francisco.

BILL GRIFFITHS, continuity writer and sports reporter for WADC, Akron, is now conducting a daily sports resume sponsored by Continental Baking Co.

MYRON FOX, announcer of KDYL, Salt Lake City, on May 31, leaves for a two-month tour of Mexico. He is best known for his "Foreman of the Ranch Hands" feature on KDYL.

A RADIO wedding is planned on June 25 when Carletta Dale and Pearson Lessing, two artists on the staff of WCAU, Philadelphia, marry.

CHET MITTENDORF, commercial manager of KFWB, Hollywood, has started to handle the microphone once a week for a 15-minute talk on hunting and fishing, his hobbies.

MULVEY WHITE, director of radio activities for the University of Southern California, Los Angeles, on June 16 will be married to Janet McCoy, U. S. C. graduate of '31.

RUSH HUGHES, son of the novelist, announcer for the weekly Shell Show on NBC-KGO network, late in May moved to Los Angeles. He had previously been commuting via plane weekly to announce the program from Los Angeles.

GEORGE DIXON SNELL, III, announcer of KDYL, Salt Lake City, will have his first novel, "The Great Adam," released June 20. It is a story of early western days, and Caxton Printers, Ltd. is the publisher.

BILL GOODWIN, announcer of KHJ, Los Angeles, on May 16 was married to Paula Winslow in St. Brendan's Church, Hollywood. They will return early in June after a honeymoon trip.

ALLEN SISSON, who on May 14 was added to the permanent announcing staff of WHAM, Rochester, and Ken Loysen, WHAM announcer, have sold 1,000 copies of their book, "Half Remembered Rhymes," compiled from their program of that name.

JOHN MALLOW, of Spokane, Wash., has joined the staff of KGVO, Missoula, Mont., as radio reporter and dramatic director.

DON LOWE, announcer of WRC, Washington, on May 17 joined the announcing staff of NBC in New York. He was succeeded at WRC by Don Douglas.

BILLY REPAID, WJR's announcer on the Hudson-Essex network program, is now also doing announcements for the same company over WJBK, Detroit.

IN THE CONTROL ROOM

KENNETH H. SEE, formerly in charge of Tropical Radio Co. Station HRB, has been named engineer in charge of radio communications for the Honduras Government, and on Sept. 1 expects to have in operation a new 1500-watt broadcasting station with a 500-watt short wave auxiliary at Tegucigalpa. The stations will be operated like American commercials, accepting sponsored accounts.

G. F. BISHOP, chief engineer of WSGN, Birmingham, has designed and installed a special dial system for selecting desired remote control points.

GEORGE McELRATH, NBC operations engineer, has gone to Rapid City, S. D., to survey the site for the ascension of the National Geographic Society-Army Air Corps stratosphere expedition scheduled for June, which will be broadcast from the ground and from the gondola on NBC networks.

"RADIO TELEVISION of Motion Pictures" was the discussion topic at the May 22 meeting of the Society of Motion Picture Engineers, Pacific coast division. The gathering was held in the studios of KHJ, Los Angeles, with Harry Lubcke, director of television for Don Lee, as host.

MAURICE J. GRAINGER, former assistant to the chief engineer of WNEW, New York, has been named chief engineer of WISN-WHAD, Milwaukee.

IRA MERCER, formerly of WODA, Paterson, N. J., and one time of the television division of the De Forest Radio Co., has joined the engineering staff of WNEW, New York. Charles Kleinman, formerly of the Electrical Testing Laboratories, New York, is now also with the engineering division of WNEW, New York.

IN AN EXCHANGE of technicians between NBC in New York and San Francisco, M. O. Smith, KGO, goes to Radio City in June, while Lawrence West goes from New York to San Francisco. Ernest Wilmshurst and Jerry Martin are other San Francisco technicians who already have gone to New York.

HENRY C. DUNTON, engineer of KGO, San Francisco, was married in Reno on May 20.

HAROLD SINGLETON, chief engineer of KGW-KEX, Portland, Ore., has been confined to his home recovering from a tonsil-removal operation.

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

Breaks Records in April and May

More new contracts were signed by KSD during April than in any previous month. In May, KSD broke its April record!

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

A word to the wise... is

Sufficient

WISE advertisers are reserving space NOW for the NAB Convention Issue SEPTEMBER 15

AGAIN . . . advertising executives, who control radio appropriations and time placements, will turn to BROADCASTING for complete, advance NAB Convention news. Radio has taken its place as a major advertising medium. Current and prospective schedules are far heavier than ever before. Advertising executives are vitally interested in radio trends and developments as faithfully reported in BROADCASTING.

The September 15 issue of BROADCASTING offers stations an unsurpassed opportunity to set forth facts regarding the jobs they can do for advertising executives who buy time. Your advertisement in this important edition will tell these men your story where they expect to find it . . . the one periodical in which they read their news of radio with complete faith and confidence.

WISE broadcasters are making space reservations NOW . . . as preferred run of paper positions will be allotted according to priority of reservation dates. Write for rates and further information.

BROADCASTING

870 NAT'L. PRESS BLDG.

WASHINGTON D. C.

Broadcast Advertising

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WOR, Newark: Empire Gold Co., New York (buying gold), twice weekly recordings, 13 weeks, thru Freid Advertising Agency, N. Y.; Noxon, Inc., New York (cleanser), 5 minutes, 3 days weekly, Seller Service, Inc., N. Y.; Poloris Co., Inc., New York (sunburn remedy), twice weekly, 13 weeks, William Irving Hamilton, Inc., N. Y.; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), quarter hour 3 days weekly, 10 weeks, Wade Advertising Co., Chicago; United Drug Co., Boston (Rexall products), 5 transcriptions, Spot Broadcasting, Inc., N. Y.; U. S. Gutta Percha Paint Co., Providence, R. I., 5 days weekly, 4 weeks, J. Walter Thompson, N. Y.; P. Duff & Sons, Inc., Pittsburgh (special foods), 3 transcriptions weekly, 48 weeks; Armand Co., Des Moines (cosmetics), weekly transcription, 13 weeks, N. W. Ayer & Son, N. Y.; Bristol-Myers Co., New York (Ingram's milkweed cream), once weekly transcription, 13 weeks; Studebaker Sales Co., South Bend, Ind., 3 transcriptions weekly, 9 weeks, Roche, Williams & Cunnyngham, Chicago; Alfred W. McCann Laboratories, Inc., New York (special foods), hour, 4 days weekly, 40 weeks, direct; U. S. School of Music, New York (correspondence course), 5 minutes weekly, 26 weeks, Rose-Martin, Inc., N. Y.; Buick Motor Co., 5 transcriptions, Campbell-Ewald Co., Detroit.

WCAU, Philadelphia: Pontiac Motor Co., Detroit, 30 one-minute transcriptions, thru Campbell-Ewald Co., Detroit; Gardner Nursery Co., Osage, Ia. (plants and shrubs), 20 five-minute transcriptions, Northwest Radio Advertising Co., Seattle; Perfection Stove Co., Cleveland (oil stoves), 5-minute transcriptions, once weekly, 13 weeks, McCann-Erickson, Cleveland; RCA Victor Co., Camden, N. J. (radios), 5-minute talks, 6 days weekly, 13 weeks, direct; Pennzoil Co., Oil City, Pa., 18 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; Socony-Vacuum Corp., New York (gas and oil), 13 one-minute transcriptions, J. Stirling Getchell, N. Y.; Maybelline Co., Chicago, 13 one-minute transcriptions, SHB; John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 15-minute transcriptions, twice weekly, 13 weeks, Henri Hurst & McDonald, Chicago; Dell Publishing Co., New York (Radio Stars magazine), 12 announcements; Simpson Products Co., Terre Haute, Ind. (Doggie Dinner), 9 talks; Reliance Mfg. Co., Chicago (Big Yank work shirts), weekly studio program, 13 weeks, Carrol Dean Murphy, Inc., Chicago; Coleman Lamp & Stove Co., Wichita, Kan. (lamps and stoves), 26 one-minute transcriptions, Potts-Turnbull Advertising Agency, Kansas City.

WMBH, Joplin, Mo.: Standard Oil Co. of Indiana, Chicago, 26 one-minute transcriptions, thru McCann-Erickson, Chicago; Carter Medicine Co., New York (Carter's liver pills), transcription announcements, 3 days weekly, 52 weeks, Spot Broadcasting, Inc., N. Y.; United Drug Co., Boston (Rexall products), 5 quarter-hour transcriptions, Spot Broadcasting, Inc., N. Y.

WTAM, Cleveland: Frozen Desserts, Inc., Chicago (Ice Cream Mix), 65 announcements, thru Woodman-Stewart Co., Chicago; Coleman Lamp & Stove Co., Wichita, Kans. (lamps and stoves), 26 transcription announcements, Potts-Turnbull Co., Kansas City.

KTAT, Ft. Worth: Automotive Repair Finance Service, Dallas, 26 announcements, direct; Monnig's Wholesale Co., Ft. Worth Berkshire (hosiery), 300 announcements; Frito Co., San Antonio (corn confection), 100 announcements, Parker-Valentine, San Antonio; Hyral Co., Ft. Worth (dentrifice), 300 announcements, direct; Lone Wolf Co., Ft. Worth hair tonic), 78 announcements, direct; Magnolia Seed Co., Dallas (Chigger Chaser), announcements, 6 days weekly, 5 weeks, direct; Phillip Morris & Co., Ltd., New York (cigarettes), 300 announcements, M. J. Sheridan, N. Y.; American Air Lines, Inc., Ft. Worth (air travel), 300 studio programs, direct; Hotel Jefferson, St. Louis, 26 announcements, Budke-Conner Advertising Agency, Oklahoma City; Malt-O-Meal Co., Ft. Worth (cereal) 100 thrice weekly studio programs; J. W. Morrow Co., Chicago Mar-O-Oil, 300 thrice-weekly transcriptions.

WNEW, New York: United Remedies, Chicago, daily transcriptions, 52 weeks, thru Best & Schollen, Jersey City; Busch Jewelry Co., New York, 3 quarter hours weekly, 52 weeks, direct; Modern Medical Associates (medicinal supplies), health talks twice daily, 52 weeks, Best & Schillen, Jersey City; United Drug Co., Boston (Rexall products), 5 daily transcriptions, Street & Finney, N. Y.; Coward Shoe Co., New York, hourly announcements, 7 days weekly, 52 weeks, thru Milton H. Biow Advertising Agency, N. Y.

WNOX Knoxville: Federal Clothing Stores, New York, 39 quarter-hour studio programs, direct; McCormick & Co., Baltimore (Banquet tea), 73 announcements, Van Sant, Dugdale & Co., Baltimore; Darling Shops, Inc., New York (ready-to-wear), 312 announcements, direct; Gillette Safety Razor Co., 36 announcements, Ruthrauff & Ryan, N. Y.; United Drug Co., Boston (Rexall products), 5 daily transcriptions, Street & Finney, Inc., and Spot Broadcasting, Inc., N. Y.; Pennzoil Oil Co., Oil City, Pa., 32 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; Red Top Brewing Co., Cincinnati (Red Top beer), 3 announcements weekly, 2 months, Joseph Advertising Agency, Cincinnati; Foster-Milburn Co., Buffalo, N. Y. (Dean's pills), daily announcements, 12 months, Street & Finney and Spot Broadcasting, N. Y.

WSM, Nashville: Standard Oil Co. of Louisiana, New York, Lasses White minstrels, once weekly, 8 weeks, through McCann-Erickson, N. Y.; Black Flag Co., Baltimore (insectide) one-minute announcements, 5 days weekly, 6 weeks, Fletcher & Ellis, N. Y.; A. H. Lewis Medicine Co., St. Louis (stomach tablets), 13 one-minute announcements, Ruthrauff & Ryan, Chicago; Armand Co., Des Moines (cosmetics), quarter-hour weekly, 13 weeks, N. W. Ayer & Son, N. Y.; Dr. Pepper Co. Dallas (beverage), 78 announcements, Tracy-Locke-Dawson, Dallas; Pan American Petroleum Corp., New Orleans, 3 announcements Fitzgerald Advertising Agency, New Orleans; McCormick & Co., Baltimore (Banquet tea), 63 announcements, Van Sant, Dugdale & Co. Baltimore; Pennzoil Co., Oil City, Pa. (gas and oil), 16 five-minute transcriptions, Ruthrauff & Ryan, N. Y.; Detroit White Lead Works, Chicago (paints), 3 times weekly, 13 weeks, Henri, Hurst & McDonald, Chicago; Sales Affiliates, Inc., New York (Inecto Rapid Notox hair dye), quarter hour weekly, 13 weeks, Biow Co., N. Y.; Central Shoe Co., St. Louis (Robin Hood shoes), quarter hour weekly, 10 weeks, Jimm Daugherty, Inc., St. Louis; Morgan School, Petersburg, Tenn. (training school for boys), 4 announcements, direct; Horse and Mule Association of America, Dallas, one program, Carpenter-Rogers Co., Dallas; Pontiac Motor Co., Detroit, 30 announcements, Campbell-Ewald Co., Detroit.

WRVA, Richmond, Va.: Black Flag Co., Baltimore (insecticide), announcements, 13 weeks, thru Fletcher & Ellis, N. Y.; McCormick & Co., Baltimore (Banquet tea), announcements, 20 weeks, Van Sant, Dugdale & Co., Baltimore; Gardner Nurseries, Osage, Ia. (seeds and plants), 5-minute transcriptions, Northwest Radio Advertising Co., Seattle; Dodge Motor Co., 6 announcements, Ruthrauff & Ryan, N. Y.; Reo Motor Car Co., Lansing, Mich., 15 announcements, Maxon, Inc., Detroit; Knox Co., Kansas City (Cystex), transcriptions, 26 weeks, renewal, Dillon & Kirk, Kansas City, Kerr Glass Mfg. Co., San Springs, Okla. (preserving jars), 26 announcements, Rogers-Gano Advertising Agency, Tulsa, Okla.

WKAQ, San Juan, Porto Rico: Crystal Corp., New York (Outdoor Girl Cosmetics), 13 weeks musicals, thru United Advertising Agency, N. Y., and Conquest Alliance Co.

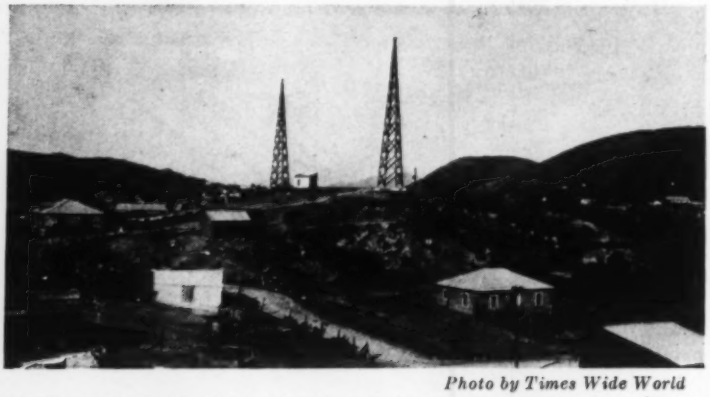


Photo by Times Wide World

XEAF, NOGALES, MEXICO—This is recent Mexican-licensed station just across the border from Nogales, Ariz., which is reported to be preparing to become the Mexican counterpart of WEAF as the key of a proposed new 16-station hookup. Towers are of wood, and station was built by J. M. Temple, Pittsburgh radio engineer.

KMOX, St. Louis: Simpson Oil Co., Cape Girardeau, Mo. (motor oil), announcements weekly, direct; Goodrich Tire & Rubber Co., Akron, baseball resume, thru Ruthrauff & Ryan, St. Louis; United Drug Co., Boston (Rexall products), 5 transcriptions weekly, Spot Broadcasting, Inc.; Dietary Food Co., Minneapolis, 6 days weekly, 13 weeks, Critchfield-Graves, Minneapolis; Battle Creek Drug Co., Battle Creek, Mich. (Bonkora), announcements weekly, 11 weeks, Steuerman Advertising Agency, N. Y.; Iowa Soap Co., Burlington, Ia., 2 transcriptions weekly, R. J. Potts & Co., Kansas City; General Mills, weekly, Blackett-Sample-Hummert, Chicago; Standard Oil Co., Chicago, studio program, 3 times weekly, thru Ruthrauff & Ryan, Chicago; Krey Packing Co., St. Louis (meats), 6 times weekly, Mears Advertising Agency, St. Louis; Armand Co., Des Moines (cosmetics), one transcription weekly, N. W. Ayers, N. Y.; Kerr Glass Mfg. Co., Sand Springs, Okla. (fruit jars), 2 announcements weekly, 13 weeks, Rogers-Gano, Tulsa, Okla.

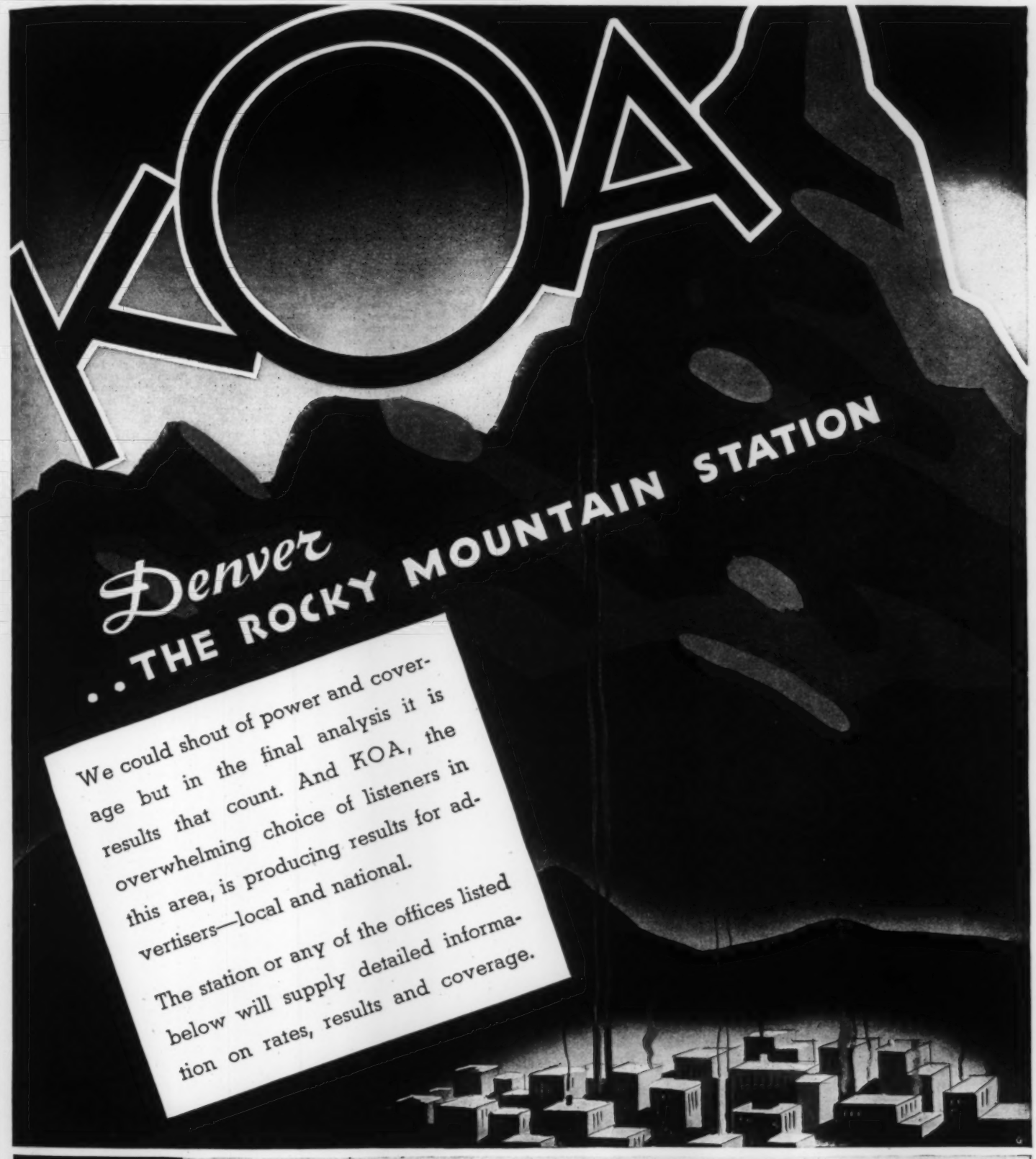
KYW, Chicago: French Lick Springs Hotel Co., French Lick, Ind (Pluto water), 10 announcements daily, indefinite period, thru H. W. Kastor & Sons, Chicago; Good Humor Corp. of America, Chicago (ice cream bars), announcements twice weekly, 13 weeks, Mitchell-Faust Co., Chicago; Pontiac Motor Co., Pontiac, Mich., 30 transcription announcements Campbell-Ewald Co., Detroit; Buick Motor Co., Detroit, 30 transcription announcements, Campbell-Ewald Co., Detroit; Bailey's Riding Equipment Co., Chicago, 15 minutes once weekly, indefinite period, direct; Palmer Match Co., Akron (Strikalite matches), 5-minute transcriptions once weekly, indefinite period, Edward M. Power Co., Inc., Akron, O.; Raladam Co., Detroit (Marmola), transcription announcements twice daily, 26 times, H. W. Kastor & Sons, Chicago; Orange Crush Co., Chicago (beverages), 15 minutes once weekly, J. Walter Thompson Co., Chicago.

WHAM, Rochester, N. Y.: General Ice Cream Co., Schenectady, N. Y. (Fro-Joy ice cream), weekly studio program until Nov. 30, through N. W. Ayer & Son, N. Y.; Western Co., New York (Dr. West's toothpaste) thrice weekly transcriptions, until July 6, SHB; Pennzoil Co., Oil City, Pa. (gas and oil), twice-weekly transcriptions, until Nov. 30, Ruthrauff & Ryan, N. Y.; Chieftain Mfg. Co., Baltimore (Colorshine shoe polish), thrice-weekly transcriptions, until July 13, Van Sant, Dugdale & Co., Baltimore; Gardner Nurseries, Osage, Ia. (trees and plants), daily transcriptions, Northwest Advertising Agency, Seattle.

KGVO, Missoula, Mont.: White Eagle Oil Corp., Kansas City (Mobiloil and Mobilgas), 13 daily transcriptions, thru J. Stirling Getchell, N. Y.; Texas Co., New York (Texaco gas), daily announcements, 5 months, Hanff-Metzger, Los Angeles; United Drug Co., Boston (Rexall products), 5 daily transcriptions, Spot Broadcasting, N. Y.; Sege Milk Products Co., Salt Lake City (Sego milk), weekly transcription, 52 weeks, L. S. Gillham Agency, Salt Lake City.

WTMJ, Milwaukee: Chr. Hansen Laboratories, Inc., Little Falls, N. Y. (cheese report), once weekly, 52 weeks, thru Mitchell-Faust Advertising Co., Chicago; Reo Motor Car Co., Lansing, Mich., 5 times weekly, 13 programs, Maxon, Inc., Detroit; Shell Petroleum Co., St. Louis (gas and oil), 2 transcriptions weekly, 70 programs, J. Walter Thompson, N. Y.; Standard Oil Co. of Indiana, Chicago, 26 one-minute transcriptions, McCann-Erickson, Chicago; Western Union, Milwaukee, Mother's Day announcements, 1 time, direct.

KGW, Portland, Ore.: Great Northern Railway, St. Paul, 26 announcements, thru Altnow-Singleton, Seattle; Welch Grape Juice Co., Westfield, N. Y., 45 one-minute transcriptions.


KOA
Denver
..THE ROCKY MOUNTAIN STATION
We could shout of power and coverage but in the final analysis it is results that count. And KOA, the overwhelming choice of listeners in this area, is producing results for advertisers—local and national.
The station or any of the offices listed below will supply detailed information on rates, results and coverage.

NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK — WEAF & WJZ • CHICAGO — WMAQ & WENR • SAN FRANCISCO — KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

ENOZ CHEMICAL Co., Chicago (moth liquid) on May 5 started "Wooley the Moth" on special NBC network comprising WGAR, WCKY, WLS, KWK, KWCR, KSO, KOIL and WREN, Saturdays, 12:45-1 p. m. Agency: McJunkin Advertising Agency, Chicago.

FUNK & WAGNALLS Co., New York (*Literary Digest* Magazine) on May 16 started Graham McNamee presenting results of the *Literary Digest* Roosevelt poll on 17 NBC-WJZ stations, Wednesdays, 7:15-7:30 p. m. Agency: Badger & Browning, Inc., Boston.

PHILIP MORRIS & Co., New York (cigarettes) on June 5 renews Leo Reisman, Phil Duey and soloists on 23 NBC-WEAF stations, Tuesdays, 8-8:30 p. m. Agency: The Biow Co., N. Y.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals), on June 8 renews Gene Arnold and the Commodores Quartet on 18 NBC-WEAF stations, Wednesdays and Fridays, 12 noon-12:15 p. m. Agency: Bowman & Crane, N. Y.

CHERAMY, Inc., New York (cosmetics) on May 18 started Phil Spitalny Ensemble, Maxine and female trio on 11 CBS stations, Fridays, 10:30-10:45 p. m. Agency: Lawrence C. Gumbinner Agency, N. Y.

WASEY PRODUCTS, Inc., New York, on June 11, renews the "Voice of Experience" on 17 CBS stations, daily except Saturdays and Sundays, 12-12:15 p. m. and Mondays, 8-8:15 p. m., with rebroadcast for 24 additional stations, Tuesdays, 11:45-12 midnight. Agency: Erwin, Wasey & Co., N. Y.

INSTITUTE OF AMERICAN MEAT PACKERS, Chicago, on May 19 started dramatic sketches on special NBC network, comprising KSD, WOC-WHO, WOW, WDAF, WTMJ, WIBA, WEBC, WDAY and KFYR, Saturdays, 2:30-2:45 p. m. Agency: None.

NORTHAM WARREN Corp., New York (Cutex) on June 22 renews "Let's Listen to Harris" on 31 NBC-WJZ and supplementary stations, Fridays, 9-9:30 p. m. Agency: J. Walter Thompson Co., N. Y.

PALMER HOUSE, Chicago (hotel), on June 5 starts Ray Perkins and Harold Stokes' orchestra on 19 NBC-WEAF stations, Tuesdays, 9:30-10 p. m., replacing its NBC-WJZ series and taking over Texaco's spot for Ed Wynn which has been terminated. Agency: Lord & Thomas, Chicago.

M-J-B Co., San Francisco (coffee, tea, rice) on June 18 renews the "Demi-Tasse Revue" on the basic NBC-KGO network, plus KFSD, KTAR, KDYL, KOA, KGIR, KGHL, WDAF, WOW and WOC-WHO, Mondays, 7-7:30 p. m., PST. Agency: Lord & Thomas, San Francisco.

PACIFIC COAST BORAX Co., New York (20-Mule Team Borax), on July 5 renews "Death Valley Days" on 17 NBC-WJZ stations, Thursdays, 9-9:30 p. m. Agency: McCann-Erickson, Inc., N. Y.

NBC CHANGES: Gerber & Co. on June 3 shifts Madame Schumann-Heink on NBC-WJZ network so that repeat for west is Sundays, 11:15-11:30 p. m.; Wander Co. on May 14 shifted "Little Orphan Annie" on NBC-KGO network to daily except Sundays and Thursdays, 5:45-6 p. m., PST; Calsodent Co. on May 17 shifted its "Mouth Health" series to Thursdays, 4:15-4:30 p. m.; Welch Grape Juice Co. on May 9 shifted "Irene Rich for Welch" on NBC-WJZ network to Wednesdays, 7:30-7:45 p. m.; General Tire Co. program on NBC-WEAF, featuring Jack Benny, from June 1 will originate for NBC-WEAF network from Hollywood, same time; Colgate-Palmolive-Peet's "Colgate House Party" on 56 NBC-WEAF stations on June 11 shifts to Mondays, 9:30-10 p. m.

CBS CHANGES: Elizabeth Arden "Cholly Knickerbocker" programs on May 15 extended its time to half hour, Tuesdays, 9-9:30 p. m., with repeat for west 12:30-1 a. m., adding the two-piano team Fay and Braggiotti to its program with Freddy Martin's orchestra.

An Error Corrected

AN ARTICLE in the May 15 issue of BROADCASTING, announcing the B. F. Goodrich Rubber Company's sponsorship of Max Baer in the "Taxi" series thrice weekly on 51 NBC-WJZ stations and its planned June 14 climax with the actual Baer-Carnera championship fight, erroneously reported McCann-Erickson, Inc., as the agency handling the account. The agency handling the Goodrich account for the last two years and now handling it is Ruthrauff & Ryan, New York, whose radio department, with F. B. Ryan and Myron P. Kirk as directors, originated the idea for the unusual radio series. BROADCASTING regrets the error.

BOASTING the third largest number of radios among the countries of the world, Germany on April 1, 1934, had 5,424,755 licensed sets.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

H. PRESTON PETERS, vice president of Free & Sleininger, Inc., station representatives, announces that the New York office of the organization has leased larger quarters in the Chrysler Building to accommodate the increased New York personnel. Free & Sleininger, Inc., are now national representatives of WGR-WKBW, WJJD, WHK, WAIU, WOC-WHO, CKLW, WDAY, WIND, WHB, KFAB, WAVE, KOIL, WMBD and WCAE. District offices are maintained in New York, Chicago, Denver, Los Angeles, San Francisco and Seattle.

RUTHRAUFF & RYAN, Inc., New York agency, in May opened offices in the Western Pacific Bldg., Los Angeles, and the Russ Bldg., San Francisco. Robert L. Nourse, Jr., will be Pacific coast manager, located in Los Angeles where a tieup has been made with Roy Alden & Associates, Los Angeles agency, which will continue to function locally under its own name and with J. J. Dickely in charge of radio.

KENNETH BOUCHER is joining the Walter Biddick Co. as San Francisco manager on June 1, leaving Lord & Thomas after nine years. He succeeds H. E. Soth, reigned. Mr. Boucher has been executive vice president of the Pacific Association of Advertising Agencies, and has handled many radio accounts.

NEWLY ELECTED officers of the San Francisco Advertising Club are: President, Charles Pritchard, sales manager of Bonestell & Co.; vice president, Harold Deal, Associated Oil Co.; secretary, Helen Hill, Livingston's store; treasurer, Henry Stevens, J. Walter Thompson, and directors: Harry Anderson, NBC sales manager; K. C. Ingram, Lord & Thomas; Morton Bailey, Jay F. Haight and Stephen W. Johnson.

ENOCH MORGAN'S SONS, Inc., New York (Sapolio and Hand Sapolio) has started a 13-week campaign, three programs weekly, on Radio Splendid (LR4) in Buenos Aires, arranged by R. H. Hobbs, export manager of the company now in Argentina and placed through the Conquest Alliance Co.

MISS HELEN STEWART, for the last four years assistant to the general manager of WFBR, Baltimore, and previously connected with WCAO, Baltimore, in May joined Henry J. Kaufman Advertising, Washington, as supervisor of radio production.

MURREL CRUMP ADVERTISING Co., Kansas City, has been placed in charge of the radio, newspaper and outdoor campaign to be conducted this summer by Missouri ice cream manufacturers for Sky-Hi ice cream cones.

FARAON J. MOSS, head of the Long Beach, Cal., agency of the same name, and account executive for several radio accounts, has been selected publicity chairman for the Pacific Advertising Clubs Association which meets in Portland, July 10-14.

TRULY WARNER STORES Corp., New York (hats and shoes), has placed its advertising account with Donahue & Coe, Inc., New York.

BOURJOIS, Inc., New York (Evening in Paris toiletries) has appointed Lord & Thomas, New York, to handle its advertising.

AN-FO MFG. Co., Oakland, Cal. (calf meal, fly sprays, insecticides), has appointed Emil Brisacher & Staff, San Francisco, to handle account.

HAMMOND PAINT & CHEMICAL Co., Beacon, N. Y. (paints, putty, insecticides), has placed its advertising with Charles Advertising Service, N. Y.

WSPD

The ONLY Broadcasting Station in Toledo and Northwestern Ohio

Effectively serving a trade area of 1,151,322 population—

Basic Station of the Columbia Broadcasting System

75% Proven Listening Audience Assures Results—At Lowest Cost

Representatives:

J. H. McGILLVRA
1703-485 Madison Ave.
New York, N. Y.

MYRON A. RECK
A-1808 Insurance Exchange
175 W. Jackson Blvd.
Chicago, Ill.

WSPD

Studios—The Commodore
Perry Hotel, Toledo, O.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

TRANSCRIPTIONS

WORLD BROADCASTING SYSTEM announces the following new business:

Eastman Kodak Co., Rochester, N. Y., thru J. Walter Thompson Co., New York; 15-minute dialogue program including Angelo Patri; 13 weeks, starting on WWJ and WTAM week of May 21.

Drezma, Inc., New York (Drezma Beauty Products), direct, 5-minute and 15-minute programs featuring Nell Vinick in "Lessons in Loveliness," starting on WOR.

F. W. Clements Products Co., Rochester, N. Y. (Kruschen Salts), thru Redfield-Coupe, Inc., New York; three-a-week, 15-minute musical programs from the World Daily Program Service on WITC, 13 weeks.

Rose Laird, New York (Rose Laird Beauty Preparations), thru Kelly, Nason & Roosevelt, New York; 5-minute beauty talks featuring Miss Laird; two-a-week, 26 times, on WCAE, WEEI and WFI.

Studebaker Sales Corp., South Bend, Ind., thru Roche, Williams & Cunnyngham, Inc., Chicago; one-a-week, 30-minute program titled "Studebaker Champions," featuring Richard Himber and Ritz-Carlton orchestra; 13 weeks on KTSM, KTAR, WOC-WHO and WLW, starting May 14.

Frozen Desserts, Inc., Chicago (Ice-Cre-Mix), thru Roche, Williams & Cunnyngham, Inc., Chicago, featuring "Melody Exchange," on WOOD and WXYZ; "Lovemaking Incorporated," on WMBD and WGN, and World Daily Program Service on WHK and WSPD, starting week of May 7 for 13 weeks.

Beechnut Packing Co., Canajoharie, N. Y. (Beechnut Coffee), thru McCann-Erickson, New York; one-a-week from World Daily Program Service for 13 weeks on WCAE.

MacGREGOR & SOLLIE, San Francisco transcription producers, has appointed Cleveland B. Chase & Co., Chrysler Bldg., New York, as sales representative there. The Chase company is exclusive radio agent for Richard Halliburton, Dorothy Parker, Dr. Logan Clendening, Maxwell Anderson, Rafael Sabatini, Wallace Irwin and Booth Tarkington.

AMERICAN FEATURES Syndicate, Los Angeles transcription producers, have moved to the top floor of the Richfield Oil Bldg., taking up larger quarters including reception room, additional executive offices, studio and rehearsal hall.

SPONSORED by Philco, a series of broadcasts for all-wave set owners starts May 27 over EAQ, Madrid, Spain. They are timed for 6 p. m., EST.

PROSPECTS

MOONBEAM FOOD PRODUCTS Co., Cincinnati (Moonbeam mayonnaise, salad dressing, etc.) will use radio with other media, and has appointed Keelor & Stites Co., Cincinnati.

WILLIAM G. BELL Co., Boston (Bell's seasoning) makes up lists during June and will include radio. Norman S. Dillingham is advertising manager, and advertising is placed by Churchill-Hall, Inc., New York.

JOHN LUCAS & Co., Philadelphia (paints, varnishes, etc.) makes up lists during July, August and September, including radio, with an annual appropriation of about $80,000. G. S. Garstin is advertising manager. The agency is Jerome B. Gray & Co., Philadelphia.

SHOTWELL MFG Co., Chicago (puritan marshmallows and Hostess after-dinner mints) makes up lists during June and December, including radio. J. P. Garrow is general manager, sales manager and advertising manager. Advertising is placed by Erwin, Wasey & Co., Chicago.

WHISTLE Co. of Pennsylvania, Long Island City, N. Y. (Whistle and Vess Pale Dry Ginger Ale) makes up lists during June and January, including radio. Its annual appropriation is $100,000, and its advertising manager is Paul B. Thompson. Advertising is placed direct.

G. E. Refrigerator Series Deals With Family Life

THE GEORGE BELSEY CO. Ltd., General Electric refrigerator distributors for southern California, has started a summer radio campaign, handled through the Dan B. Minor Co., Los Angeles agency, and spotted on KHJ and KFI, Los Angeles. Five-minute transcriptions were written by Clyde Scott, account executive with the agency, and were produced in the Otto K. Olesen Sound Studios, Hollywood.

The programs are entirely of dialogue, titled "The Family Next Door," being informal chats about home incidents. Transcriptions have been divided into three additional classes—for men listeners, for women fans and for hot weather broadcasts. Though no specific dealers are mentioned in the broadcasts, southwest dealers have reported a good response from the transcribed spots.

General Electric Appliance Co., San Francisco, distributors for northern California, started a set of the same programs late in May on KPO, San Francisco.

Delays 'Last Roundup'

THE WESTERNERS, hill billy act on WLS, Chicago, are credited with having saved the life of an unemployed listener recently. The listener requested "The Last Roundup" with the statement that he was going to commit suicide after the request was fulfilled. The Westerners appealed to the listener with a specially prepared program in which they asked him to phone the station. When he called, station officials told him they had a job for him. He took it.

Studebaker Supplements

SUPPLEMENTING its CBS program, Studebaker Sales Corp., South Bend, Ind., is using World Broadcasting System transcriptions of the same half hour show on four additional stations. Featuring Richard Himber and his Ritz Carleton orchestra under the title of "Studebaker Champions," the program is recorded during the chain broadcasts. KTSM, KTAR, WOC-WHO and WLW are being used as the supplementary spot stations. This is a 13-week campaign, the account being handled through Roche, Williams and Cunnyngham, Inc., of Chicago.

Henry Selinger Named Manager of NBC Artists Service in Chicago Area

HENRY SELINGER, until recently manager of the radio department of the Chicago office of Lord & Thomas, has been appointed manager of the central division of the NBC Artists' Service in Chicago, in charge of program and talent sales, a newly created post designed to afford service to agencies and clients.

Mr. Selinger, now on a month's vacation in Europe, will take over his new duties about June 15. He has had 12 years' service in radio, starting in 1922 with the old WDAP, in Chicago, after having been a musician and conductor.

In 1924 he became program manager, and afterward manager of WGN, Chicago, introducing and successfully merchandising such programs as Clara, Lu 'n' Em, Little Orphan Annie, Sisters of the Skillet, and Lum and Abner. He brought Correll and Gosden (Amos 'n' Andy) to the air for the first time and is credited with having originated the plan of merchandising premiums through radio programs.

In 1931 Mr. Selinger became manager of the Lord & Thomas radio department, where he handled such programs as Amos 'n' Andy, the Goldbergs, Gene and Glenn, the Palmolive Hour and Floyd Gibbons.

Intensive coverage... low unit cost in Tacoma-Seattle Market

KVI

TACOMA, WASHINGTON

Puget Sound Broadcasting Company

INCORPORATED

500 WATTS 570 KC.

PIONEER COLUMBIA STATION ON PUGET SOUND

KDYL

"THE *popular* STATION"

Salt Lake City

REACHES 90%

. . . of the half million people served by the Salt Lake City trading area. So, if you want profitable coverage *where the people live*—use KDYL, *because* recognized surveys credit this station with 75% night time and 69% daytime popularity.

an NBC Station

Representatives

GREIG BLAIR & SPIGHT, Inc.

New York Chicago San Francisco Los Angeles

WE WERE SO YOUNG— SO INNOCENT— ALACK!

Before we ever operated a radio station, we never dreamed that we were supposed to be "covered" by some half-dozen distant stations. ● Innocent and untutored, we listened only to *very* near-by outlets. ● We still believe most people do the same. So we use our energy trying only to cover our own 1,000,000 real neighbors, and leave the rest of the world for *their* local stations. ● Hence you get a lot of *primary* audience, at small station rates. ● An N. B. C. outlet.

Representatives in New York and Chicago: Free & Sleininger, Inc.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

STUDIO NOTES

A "KNOW YOUR CITY" promotion series, designed to acquaint Seattle residents with details about their city in preparation for the annual influx of tourists, was broadcast in May by KJR in cooperation with the Seattle chamber of commerce. Fifteen speakers, such as a policeman, a street car operator, a mail carrier, and the like, presented the information.

WATANABE AND ARCHIE, comic team at KNX, Hollywood, in May started on an NBC network as a sustaining feature. Previous arrangement, which is not disturbed by the new hookup, has been for KNX sponsorship by Marion R. Gray Co., Los Angeles manufacturers of shirts and ties. The new chain arrangement, to protect KNX sponsorship, will release the 15-minute skit five mornings a week only to NBC stations east of Chicago.

BURKE GROCERY Co., operating 56 home-owned stores in Cincinnati and Northwestern Kentucky, has begun a weekly program over WCKY, Cincinnati, stressing quality and low price. Three week-end specials are given on the program, heard every Thursday night during the period just before Amos 'n' Andy, when listener interest is at its peak.

CATALINA ISLAND, Cal., on May 15 started a twice nightly program which goes via submarine cable to KHJ, Los Angeles, from Avalon. From KHJ the program is sent on a sustaining basis to the coast stations of the Don Lee-CBS network.

OCCUPYING modern quarters in the former Federal Post Office Building, the new studios of KGDM, Stockton, Calif., new station recently authorized by the Radio Commission, were inaugurated in April. The operator is E. F. Peffer, head of the Peffer Music Co.

A DIRECTIONAL antenna system similar to that employed by WSUN-WFLA, Clearwater, Fla., is proposed in the application of WSGN, Birmingham, for 1 kw. on 590 kc. The station has engaged T. A. M. Craven, Washington consulting engineer, to design the installation. WSGN has just installed Brush crystal microphones and two RCA Victor turntables. It goes to 250 watts daytime June 15.

A SILVER loving cup was awarded to Miss Wanda Pennington, Hoquiam (Wash.) High School pupil, by KVI, Tacoma, Wash., for the best oration on "My Home Town" delivered over the station April 21. Twelve communities close to Tacoma entered representatives in the contest, each one being allowed five minutes to speak. The Tacoma Chamber of Commerce gave a pennant to the Hoquiam High School.

PRESENTATION of medals "for distinguished service in journalism" to the *Melbourne* (Australia) *Argus* and the *Des Moines Register & Tribune* by the school of journalism of the Univeristy of Missouri May 10 was broadcast over an all-Iowa network composed of KSO, Des Moines, KWCR, Cedar Rapids, and WOI, Ames. It was handled by remote control from KFRU, Columbia, Mo.

WMAZ, Macon Ga., is completely redecorating its studios in an ultra-modernistic motif, only two years after installing new studios. Modernistic steel furniture is being used in both studios and reception room.

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EARNSHAW-YOUNG, Inc.

Hollywood
714 W. 10th St.

New York
220 E. 42d St.

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Member COLUMBIA Basic Network

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THE INTERNATIONAL STATION

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840 Kc.
In the Center of the Dial

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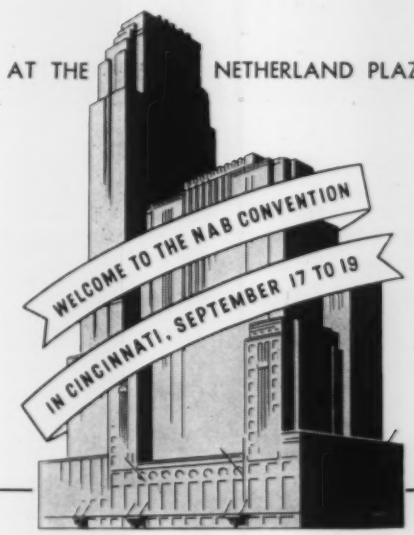
PERFECT RECEPTION in September

AT THE NETHERLAND PLAZA



YOU'LL know what we mean by *perfect reception* the minute you arrive for the NAB Convention. For that's what we have for you at the Netherland Plaza. You'll recognize it in the pleasant courtesy of the man who opens the door of your taxi. In the West Point alertness of the bell-men. In the solicitude of the clerk behind the desk. In the cool, breezy room—with shower, tub, radio and running ice water. In the air-cooled coffee shop. In the Restaurant Continentale with French Liner luxury and illustrious food. In the quaint Frontier Room for leisurely sipping and sports results from two to four every afternoon. In the Cocktail Bar where good fellows meet. Every luxury awaits you at the Netherland Plaza (even to a drive-right-in garage right under the same roof). But no luxurious prices. We'll be looking for you.

Netherland Plaza

CINCINNATI'S MOST LUXURIOUS HOTEL
W. O. SEELBACH, Manager

DIRECTED BY NATIONAL HOTEL MANAGEMENT COMPANY, Inc.
RALPH HITZ, President

Hotel New Yorker, New York
Hotel Lexington, New York
The Book-Cadillac, Detroit
Hotel Van Cleve, Dayton
The Ritz-Carlton, Atlantic City

WE WERE SO YOUNG— SO INNOCENT— ALACK!

Before we ever operated a radio station, we never dreamed that we were supposed to be "covered" by some half-dozen distant stations. ● Innocent and untutored, we listened only to *very* near-by outlets. ● We still believe most people do the same. So we use our energy trying only to cover our own 1,000,000 real neighbors, and leave the rest of the world for *their* local stations. ● Hence you get a lot of *primary* audience, at small station rates. ● An N. B. C. outlet.

Representatives in New York and Chicago: Free & Sleininger, Inc.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

STUDIO NOTES

A "KNOW YOUR CITY" promotion series, designed to acquaint Seattle residents with details about their city in preparation for the annual influx of tourists, was broadcast in May by KJR in cooperation with the Seattle chamber of commerce. Fifteen speakers, such as a policeman, a street car operator, a mail carrier, and the like, presented the information.

WATANABE AND ARCHIE, comic team at KNX, Hollywood, in May started on an NBC network as a sustaining feature. Previous arrangement, which is not disturbed by the new hookup, has been for KNX sponsorship by Marion R. Gray Co., Los Angeles manufacturers of shirts and ties. The new chain arrangement, to protect KNX sponsorship, will release the 15-minute skit five mornings a week only to NBC stations east of Chicago.

BURKE GROCERY Co., operating 56 home-owned stores in Cincinnati and Northwestern Kentucky, has begun a weekly program over WCKY, Cincinnati, stressing quality and low price. Three week-end specials are given on the program, heard every Thursday night during the period just before Amos 'n' Andy, when listener interest is at its peak.

CATALINA ISLAND, Cal., on May 15 started a twice nightly program which goes via submarine cable to KHJ, Los Angeles, from Avalon. From KHJ the program is sent on a sustaining basis to the coast stations of the Don Lee-CBS network.

OCCUPYING modern quarters in the former Federal Post Office Building, the new studios of KGDM, Stockton, Calif., new station recently authorized by the Radio Commission, were inaugurated in April. The operator is E. F. Peffer, head of the Peffer Music Co.

A DIRECTIONAL antenna system similar to that employed by WSUN-WFLA, Clearwater, Fla., is proposed in the application of WSGN, Birmingham, for 1 kw. on 590 kc. The station has engaged T. A. M. Craven, Washington consulting engineer, to design the installation. WSGN has just installed Brush crystal microphones and two RCA Victor turntables. It goes to 250 watts daytime June 15.

A SILVER loving cup was awarded to Miss Wanda Pennington, Hoquiam (Wash.) High School pupil, by KVI, Tacoma, Wash., for the best oration on "My Home Town" delivered over the station April 21. Twelve communities close to Tacoma enterd representatives in the contest, each one being allowed five minutes to speak. The Tacoma Chamber of Commerce gave a pennant to the Hoquiam High School.

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"WITCH'S TALE" SELLS for PIGGLY WIGGLY STORES

From "The Weekly Turnstile"
Published by
Piggly Wiggly Corp.

Providence, R. I.—The wind howls, the cat yowls, an old crone wails . . . and the mid-weekly drama of "The Witch's Tale" goes out over the air to eager listeners, Station WEAN, radio transcription of the program made famous by R. H. Macy & Co., New York City, now working for the Piggly Wiggly Casey Company of Providence, R. I.

"Turnstile" editor had the first inkling of this rado campaign some days back when two mammoth radio transcription records came to his desk with a letter, from the company which sells the rights on this transcription telling of its use by Frank P. Casey to boom business for his Piggly Wiggly stores in Rhode Island. So a letter went off to Mr. Casey to find out what happened. Mr. Casey replied:

"Our program is on WEAN, the local Columbia Network Station, Wednesday and Friday evening at 8 o'clock . . . The program is handled for us by Danielson & Son who put on the Cliquot Club Eskimos. The program appeared last week for the first time. **Last week's sales were larger than any week's sales in 1930, 1932, 1933 with the exception of Thanksgiving and Christmas Week.**"

Frankly this program has every element that breeds success. Dramatic, attention-compelling, well written and admirably acted, it grips the mind and pleases the ear from the first word. It has suspense, too.

Our thanks to the Editor, Mr. J. S. Harrison

Special Offer

Billy Jones
and
Ernie Hare
26 Programs
Write or Wire

BARRAN LEWIS
Agent
1775 BROADWAY
NEW YORK

Rosenblatt Ouster Urged by Darrow

Broadcasting Code Supervisor Defended by Johnson

REMOVAL from office of Division Administrator Sol A. Rosenblatt, who is in charge of amusement codes including the radio broadcasting code, was demanded in the sensational report of the NRA review board made public May 21. The board, headed by Clarence Darrow, held that Mr. Rosenblatt was guilty of prejudice against independent exhibitors and that he defied the board when it called upon him for information regarding his administration of the movie code, which it called bold, aggressive and monopolistic.

Cites Law Association

AMONG other things, the Darrow report, which identified Mr. Rosenblatt by title rather than by name, brought out that he is a lawyer formerly practicing in New York, "where he was associated with a lawyer, many of whose clients were, and are now engaged in the theatrical and motion picture industries." It stated further that he was a member of the board and attorney for Columbia Pictures Co. and also a member of the board of United Artists, another large producing company.

Mr. Rosenblatt, before his promotion to Division Administrator, presided over the broadcasting industry code hearing late last year and was instrumental in drafting the code. Many of his activities in the handling of the radio code drew fire from the industry.

Defended By Johnson

BOTH Administrator Hugh S. Johnson and Mr. Rosenblatt denied the allegations made by the Darrow board. So far as is known, the Division Administrator has no intention of resigning. A Congressional investigation of NRA has been demanded this summer, and the issue probably would be revived. Mr. Rosenblatt said the report was "wholly unwarranted, unjust, prejudiced and ignorantly contrived."

In answering the Rosenblatt ouster demand, General Johnson said that "nobody here has rendered more public-spirited, disinterested and intelligent service than this divisional administrator."

A Senate investigation of Mr. Rosenblatt and the code was demanded by the Allied States Association of Motion Picture Exhibitors May 22, following the Darrow report disclosures. The request was made by Abram F. Myers, general counsel of the organization and former chairman of the Federal Trade Commission.

Stay Through Summer

FIFTY of the 60 network advertisers using NBC facilities as of June 1, or 83 per cent, have signed contracts for the summer, according to the NBC statistical department. In addition, there are 31 network advertisers whose present radio campaigns started less than a year ago and who will continue through the summer.

Novel Vertical Antenna Expected to Aid Signal; KOA Installs First One

A NEW self-supporting type vertical antenna has been developed by the International Stacey Corp., Columbus, O., and has proved highly successful in experiments, according to an announcement by that company. Simultaneously, General Electric Co. announced that the highest tower of this type in the United States—470 feet—has been installed for KOA, its station in Denver, for use when the station increases in power to 50,000 watts some time this month.

C. H. Lang, manager of KOA, pointed out that the new antenna is a departure from the customary type in which copper wires are stretched in "clothesline" fashion between two towers. Engineers expect to obtain a greater signal strength at a given distance with the new type radiator, which literally "steers" the signals.

The KOA tower is 35 feet square at the base and tapers to a two-foot square at the top. It will withstand wind of 125 miles an hour and its 50-ton weight bears down equally when no wind is blowing on four huge porcelain "eggs" which insulate it from the ground. Several miles of heavy copper rods are buried in trenches extending from the tower base in all directions, like wheel spokes.

The antenna was developed by Charles E. Schuler, manager of the electrical department of International Stacey, and Prof. John F. Byrne, of Ohio State University.

KHJ Program Committee

ELIMINATING the position of program director, KHJ, Los Angeles, key of the Don Lee Network, on May 18 announced the appointment of a program committee. The committee, according to instructions posted by C. Ellsworth Wylie, manager, meets daily except Sundays at 8:30 a. m. David Heenan is secretary. Mahlon Merrick has been assigned to produce specific programs and services also as vocal coach. The committee comprises, in addition to Mr. Merrick and Mr. Heenan, the following: Mr. Wylie, Raymond Paige, Peter de Lima (J. C. Lewis as alternate), Paul Rickenbacher, M. B. Grabhorn and Herbert Witherspoon.

TOWERS OF WOOD

Spliced Poles to 200'
Guyed Masts
Fabricated Self Supporting
Full Price Range

JOSLYN MFG. & SUPPLY COMPANY
Franklin Park, Ill.

KJR
NBC
KJR listeners are afforded NBC sustaining programs
KJR
Seattle's 5,000 watt station, with its cleared channel, dominates Western Washington, one of the bright spots on the Nation's business map.
Those who know the Western Washington market use KJR.
5,000 WATTS
CLEAR CHANNEL
970 KILOCYCLES
Represented by
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

Manager of Utility Certain Radio Pays

By CHARLES B. MILLER, Jr.
Assistant Manager
Southern Public Utilities Co.,
Charlotte, N. C.

PAST EXPERIENCE had convinced us of the worth of radio advertising, although it is as difficult as any other type of advertising to put your finger on and say: "This is what our radio advertising did," or "These are the results from the Thursday broadcast."

We have established some truths, however. We knew when we decided to contract for "Rosewood and Ivory" over WBT three times a week for a solid year that we were getting as good results in smaller towns throughout the Carolinas as we were getting from the same broadcasts in Charlotte proper.

Of course, we had, during a tryout period with the program, many letters from listeners, praising the spot, and a few letters from customers who went so far as to say they were going to buy appliances because of the radio programs.

We think that the WBT program department hit on a pleasing combination in creating the "Rosewood and Ivory" program. Because we know that housewives are the real customers of a utility concern, we contracted for the three weekly broadcasts at 11:45 a.m.—a time desirable for reaching the women in their homes.

Capt. Hooper Awarded 1934 Medal of the I.R.E.

Capt. Hooper

CAPT. S. C. HOOPER, for the last six years director of Naval Communications, who is being prominently mentioned for a post on the new Federal Communications Commission if it is formed, was awarded the annual Medal of Honor of the Institute of Radio Engineers at its annual convention banquet in Philadelphia, May 29. The award, highest to be made by the nation's radio engineering fraternity, was in recognition of his "outstanding work in the development of the communications system of the United States Navy and his contributions to the international regulation of communications."

The Morris N. Liebmann prize of $500 in cash for the outstanding achievement in the radio field was awarded to Vladimir K. Zworykin, research engineer of the RCA Victor Co., Camden, N. J., for his development of the iconoscope, an adaptation of the cathode ray principle to television which is regarded by many as finally giving radio an adequate "eye."

AUTHORITY to erect a new station at Salem, Ore., to operate with 100 watts daytime on 1370 kc., was granted to Oregon Radio, Inc., by the Radio Commission May 22. New station obtained half the facilities now assigned KOOS.

★

Local Advertisers
know their Radio Stations — —

★

KQV carries more local advertising
than all 3 Pittsburgh "chain" stations
combined

KQV
PITTSBURGH
PENNSYLVANIA

. . . When James Whitcomb Riley wrote those lines,

"and the goblins 'll get you if you don't watch out," he had never heard of Ovaltine, which keeps modern day "Little Orphan Annies" from worrying about goblins when night time rolls around . . .

Today—the famous goblins of Hoosierland are stilled with Ovaltine's presentation of

"LITTLE ORPHAN ANNIE"
Each Week Day, 5:45 P.M., C.S.T.

Some of the Features Building and Holding the Children Audience for

WKBF
IN INDIANAPOLIS

D. E. "Plug" Kendrick, *General Manager*
L. L. "Jake" Jaquier, *Commercial Manager*

INDIANA'S ONLY NBC OUTLET

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

Station Covers Murder Case, Start to Finish

PROBABLY the most complete coverage ever made of a news story by a radio station is claimed by KFJI, Klamath Falls, Ore. When the murder trial of Horace Manning, prominent criminal lawyer, started KFJI kept several reporters in the courtroom and each night dramatized high spots from the trial. When arguments were started, the station received permission to install a microphone in the jury box, and when the verdict was announced the station got a clear "beat" by broadcasting the "not guilty" verdict as it was announced by the jury foreman.

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

The Ideal Outlet

for

Central Penna. Coverage

Write Roy Thompson

"Voice of the Alleghenies"

A. A. A. Takes Stock of Ad Craft

(*Continued from page 7*)

time a bland voice over the radio makes some shockingly out-of-place sales suggestion when I am in mixed company at home or elsewhere. I feel it when I thumb through a magazine, periodical or newspaper and notice the blatant bad taste that is laid there on the advertising pages for fools like me. And when I say fools, I mean it—because the men who prepared it give me, and millions like me, to understand without a shadow of a doubt that that is largely what they think of the vast market of American citizenry. Just a nation of morons, morbid in tastes, perverted in desires and unclean in lives and persons.

"Of course you are disgusted with it! And so is a whole army of purchasing millions. Let's not kid ourselves. We have loosed the sea in which we will be swallowed up unless, somehow, we can purge advertising of its new-day evils. If you don't believe it is true, just put on your hat some bright day, go out, and ask people on the street, in their homes, in elevators, in offices, what they think about it. Ask your wife. I wish more advertising men did, perhaps then some advertising would wear a better face and talk a higher tone.

"In saying these things I do not intend to blacken *all* advertising with the same brush. I believe most advertising does not deserve this public indictment. Most of it is a straightforward presentation of intelligent, clean selling. It is manifestly unfair that advertising as whole should be penalized because of the spectacular antics of a small but vociferous and blatant minority. But the fact remains to be faced. We stand on the verge of a national nausea induced by a wave of ill-considered advertising. And we are going to suffer for it. The public is not to blame. Why not admit it? Not to do so, places us in the position of a criminal swearing his innocence and crying out that he is being persecuted. Let's come clean about this. The sole responsibility for it lies squarely upon us and all advertising! We are the guilty either because of intentional malpractice in our profession, inert indifference, or lack of courage to take the initiative and stop it. To put it any other way is to alibi and to dodge the issue."

McIntire in Defense

MR. McINTIRE, president of the A.N.A., took the thesis that "honest business must resell itself to the public" to avoid further governmental interference with the profit system. It must, he said, promote honesty in all manufacture; promote a better understanding and cooperation between producer and consumer; promote a better understanding between business and government; promote sound and democratic legislation, opposing all forms of bureaucracy and favoring that which will protect both the consumer and business, and promote confidence in advertising.

"Advertising has been attacked," said Mr. McIntire. "Some of that attack was justified. Most was not. Certain gentlemen in and out of Washington have, by their writings, by their speeches, by punitive legislation and rulings and by their endeavors to include unfair and illogical provisions in codes, attempted to hamstring legitimate business."

Admitting that there are dishonest men and products and advertising Mr. McIntire asked: "But shall all be hanged for the sins of the few?" He resented the idea that a man, simply by being appointed to a governmental position, attains "infinite wisdom" or becomes an "infallible being."

Time for Offensive

"IT IS UNFORTUNATE that advertising as well as the whole of business is on the defensive. But it is, and we shouldn't close our eyes to that fact. To adequately defend it, to adequately defend honest business it exists to help, is up to you and to me. We must boldly change the range of our guns to bear on those false prejudices which are being daily built up as bulwarks behind which would-be saviors of civilization snips at our flanks. The time for watchful waiting is past. We can see the whites of their eyes.

"Let's open our eyes, look around, and chuck all the bunk we have been dishing up to ourselves. There are certain things advertising can do and certain things it can't.

"Let me repeat, honest business must resell itself to the American public. It must do it on a sound basis, on a right basis and on an honest basis. Advertising which has been a moulder of thought and a coordinator of action to a degree once undreamed of, can meet this challenge if it will. The privilege is yours to save it from becoming an instrument of exploitation and to keep it as a means of public service. Endow it with character and imbue it with credibility. Advertising, emanating from good will and good faith, advertising scintillant with truth and vibrant with believability, advertising devoid of shams and hokum, advertising prepared by the honest heart instead of the too active mind, can do the job."

Pleads for Consumer

FROM Alice L. Edwards, executive secretary of the American Home Economics Association, the convention heard a lengthy discussion of allegedly unwarranted and misleading claims in advertising, from the consumer's viewpoint. Miss Edwards pleaded that the consumer's understanding be kept in mind in preparing ad copy. She urged advertising to shift from "the psychological to the informational appeal" and strongly endorsed the proposed Copeland-Tugwell food and drugs bill.

Dr. Willard Thorp, recent director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce, around whom a bitter political controversy has raged, described the Census of American Business and the Real Property Inventory being prepared by the bureau with funds furnished by the Civil Works Administration. The immense amount of data about distribution, markets and homes soon to be made available will be invaluable to advertising men, he pointed out.

Miss Margaret Dana, of Philadelphia, consultant on small town markets, discussed the "Small Town Consumer" and pointed out, in delightful manner, the importance of this oft-slighted market for nationally advertised products. That recent rapid increases in prices are having a retarding influence on improved standards of living was asserted by Prof. Paul N. Nystrom, of Columbia University, who is also president of the American Marketing Society and the Limited Price Variety Stores Association. Dr. Nystrom flatly blamed the NRA and price-fixing.

The convention's annual banquet was addressed by Henry I. Harriman, president of the U. S. Chamber of Commerce, and Frank Crowninshield, editor of *Vanity Fair*. The entertainment program, provided by NBC, whose sales vice president, Edgar Kobak, received a rousing hand, included Grace Hayes, the Pickens Sisters and Franklin Bauer.

MARKETING—

If you are seeking to reach the Middle West at the lowest possible cost, don't fail to include WHAS on your broadcasting schedule. Through this key Columbia station you can gain access to the buyers in Kentucky, Indiana, Illinois, Ohio and Tennessee—the heart of the Middle West.

50,000 WATTS NEAREST THE CENTER OF POPULATION

WHAS

Owned and Operated by *The Courier-Journal* and *The Louisville Times*

CLEARED CHANNEL—820 KILOCYCLES—FULL TIME
BASIC COLUMBIA STATION

Represented Nationally by Edward Petry & Co.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

W. K. Kellogg

Places 1934 Schedule Over

WCLO

after try-out test campaign

WCLO RADIO CORPORATION

Janesville, Wisconsin

Canadian Disc Ban Seen Driving Ads Off Small Stations

Commission Slated to Lose Its Executive Powers

By JAMES MONTAGNES

THE BAN on electrical transcriptions will drive the advertisers from the small Canadian radio stations, especially in the west, according to testimony given before the radio committee of the Canadian House of Commons at Ottawa by R. A. Forbes, manager of the Victor Talking Machine Co. of Canada.

The Canadian Radio Commission recently issued an order forbidding electrical transcriptions after 7:30 p.m. until October, and after 5:30 p.m. after that date. According to Mr. Forbes, this would work a hardship on Canadian advertisers and thus on the broadcast stations. Canadian artists were employed making the recordings, he stated. The order stopping the use of the records had been issued at the instance of the telegraph companies (which in Canada carry the chain broadcasts from city to city), Mr. Forbes stated, according to information given him by Hector Charlesworth, Commission chairman.

Dr. G. M. Geldert, owner of CKCO, Ottawa, and a controller in that city, gave evidence before the committee in favor of the transcriptions, pointing out that the recordings gave the small station funds to pay for artists on other programs.

* * *

PROBABLY the most important evidence given to date to the Parliamentary Committee inquiring into the work of the Canadian Radio Commission was by E. A. Weir, formerly director of the radio stations of the Canadian National Railways and the first program director of the Radio Commission. Mr. Weir's testimony was deemed so important that the Commission has been asked to draw up a brief to answer his charges.

Claiming that Prime Minister Bennett himself had intimated to Mr. Weir that the Radio Commission had been sending out letters seeking to discredit Mr. Weir, the former program director told the investigators that chaotic conditions exist in the administrative affairs of the Commission. He said he was let out after being gradually demoted, and on the day that he was dismissed by Commissioner Maher he received a letter from Chairman Charlesworth from Vancouver expressing gratification that he was being retained. Mr. Weir recommended that the administrative and operating departments of the Commission be separated, that instead of three paid commissioners a board of five outstanding citizens serving without salary be set up, that more of the best American programs be brought to Canada, and that sustaining programs of privately owned and commission stations be exchanged for competitive purposes.

The opinion is growing in government circles in Ottawa that the Canadian Radio Commission will soon be shorn of much of its powers and will be left merely to supply programs. It is felt that following the Parliamentary inquiry all licensing of broadcast stations as well as radio listeners, all checking of advertising content, wave-length changes, and similar work will again be done by the radio branch of the Department of Marine, which handled this work before creation of the Commission. The opinion is that the Commission has so antagonized the listening public with frequent wave-length changes for key stations that it will be tolerated only as a program body.

KSO Grant Protested

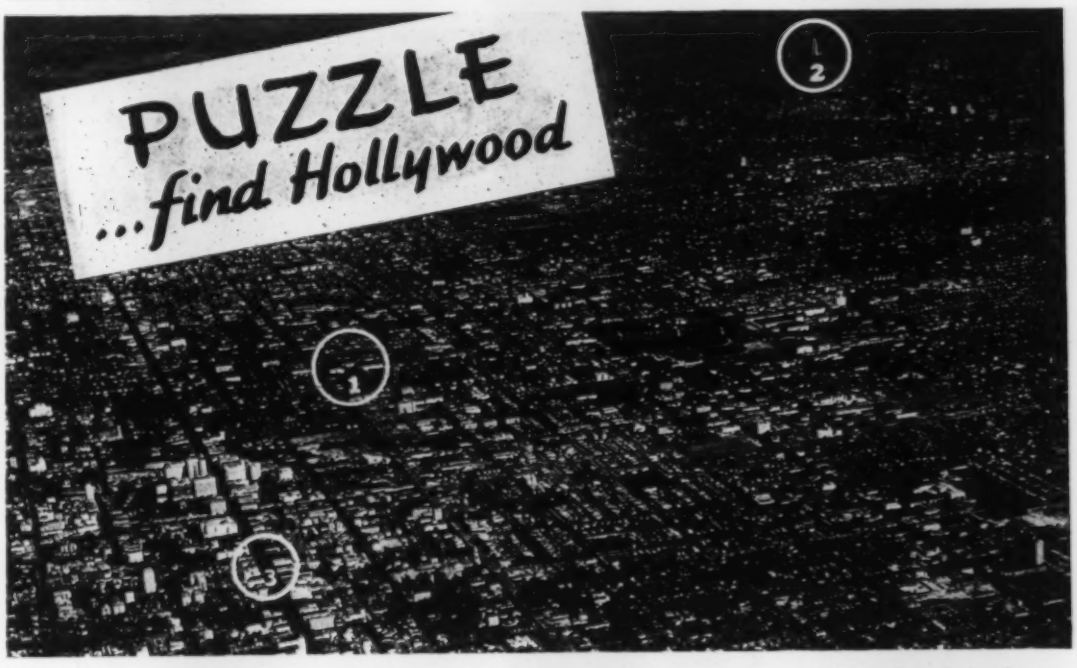
BECAUSE of a protest filed by Allen T. Simmons, operator of WADC, Akron, the Radio Commission May 15 suspended its grant of full time operation on 1320 kc. with 250 watts to KSO, Des Moines, and ordered the application set for hearing. The grant, made April 20, transferred KSO from a local to a regional assignment. A protest also has been filed by WOC-WHO, Des Moines.

Promote Hollywood Bowl

HOLLYWOOD BOWL programs will be promoted during June on 14 California stations from Fresno to El Centro as a civic enterprise. J. Howard Johnson, a sales executive at KNX, Hollywood, has charge of the campaign which includes lectures and musicales. The "Symphonies Under the Stars" this year will run from July 10 to Sept. 1, inclusive. With prospects of the bowl being "dark" during the season, the musicians formed their own organization and will operate the amphitheater on a co-operative basis.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO ADVERTISING CO.
HOLLYWOOD CALIF.

400% INCREASE
In Local Business
*April '34 over Nov. '33**
W S G N
BIRMINGHAM, Alabama
**Start of new management*
Steve Cisler, *Director* — 1310 kc. Full Time



. . . And now if you'll step up a little closer . . . put your eye on circle No. 1 . . . you'll find KFWB . . . right in the heart of Hollywood . . . in the very midst of all the movie beauties and the nation's fourth largest market basket.

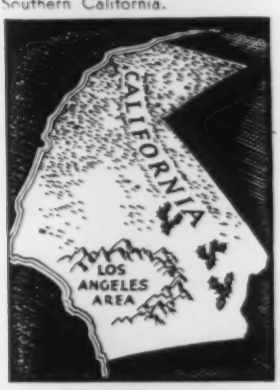
As the photograph shows, Hollywood and Los Angeles are considerably more than first cousins . . . they're Siamese twins and KFWB is a favored suitor for the hand that holds the money of both.

If you want to talk to Southern California . . . not Timbuctoo . . . think of KFWB and two programs for the price of one. Details on request.

KFWB
LOS ANGELES, CALIFORNIA
Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

1. Warner Bros. Radio Center.
2. Los Angeles City Hall.
3. The "Boulevard," Hollywood.

Again, the map! We just don't want advertisers to forget that you don't need 50,000 watts to cover a bottled up area like Southern California.



METROPOLITAN LOS ANGELES: 50% of California's People . . . 1% of its Area.

$7.56
+WMT
=$444.00

THE CHICKS had a word for that and the word is "cheap"—for 6,830 of them changed from hatchery incubators to farmers' brood houses following one $7.56 program over WMT at an early morning hour. "I want to thank you . . ." says the manager of the hatchery which sponsored the above program, "for the orders and wires that have poured in, in response to the offer made during last Saturday's broadcast."

●

ADDITION of WMT to your advertising schedule is a profitable advertising formula — not a theory. WMT's market, composed of more than a million listeners in one of the richest regions in the Mid-west, is an unvarying part of the formula. Outstanding programs, real civic services, and excellent reception hold this audience and add to it constantly. Let WMT apply its proven formula to your product in Iowa.

+ + +

WMT

"The Voice of Iowa"

In Waterloo

OVERCOMING DEPRESSION ECONOMY

Seattle Cemetery Company Pushes Sales Graph Up With Lower Budget by Using Radio

By ALBERT BALCH
KOMO-KJR, Seattle

HOW RADIO successfully overcame for Clint S. Harley, president of Evergreen Cemetery Co., Seattle, one of the hardest depression sales resistance problems any business executive has faced, is graphically portrayed in an interesting survey recently completed by Carl Olson, advertising manager of the company. And equally interesting is the story of how the same campaign has built good will for its sponsors while it was breaking down seemingly insurmountable sales barriers.

For years prior to the depression Evergreen Cemetery Co. had emphasized the superior facilities and unrivalled beauty of its burial parks and mausoleums. Price was not a consideration. People demanded the finest possible care for the remains of their loved ones. And that was what Evergreen and Washelli had to offer.

Then came the depression—and a different story followed. Price did matter. An advertising campaign that, over a period of six or seven years, had cost the cemetery company well over $50,000 was becoming a vicious boomerang.

"We can't go to Evergreen and Washelli," said people in ever-increasing numbers. "Their prices must be high in order to take care of the cost of maintaining such beautiful buildings and grounds."

Naturally, the deductions were wrong. Prices at Evergreen and Washelli were actually lower than in lesser cemeteries. Some way had to be devised to get and hold their attention long enough to pound this fallacy of "high prices" out of their minds.

Radio supplied the answer. A mixed quartet singing the "Old Songs of the Church" over KOMO was the ideal combination. The old hymns appeal to all classes of people because of the memories they bring back, and memories are the life-blood of a cemetery company. Listeners were in a receptive mood for an advertising message from the sponsors of the program. It was a delicate situation, this business of talking about price on a Sunday afternoon presentation of sacred music.

Line Swings Upward

THAT RADIO accomplished the specific job for which it was drafted into service by Mr. Harley is clearly indicated by a graph showing the proportion of cases handled by the cemetery company in relation to the volume of deaths in the community. For six months preceding the inauguration of the radio campaign the graph shows a downward trend of approximately 3 per cent a month. Within 60 days this decline had been checked and the line of the graph was pointing upwards. After 13 continuous months of broadcasting the entire loss has been regained, and the line continues steadily upward to new high levels.

Not only did radio solve a serious sales problem for Mr. Harley, but it has proved an invaluable builder of good will for the cemetery company. A house-to-house canvass of several thousand Seattle homes reveals that more than 80 per cent are familiar with the program and almost without exception commend the cemetery company for sponsoring such a broadcast.

During the first six months of broadcasting, over 4,000 letters were received requesting copies of a small song-book containing many of the hymns sung by the quartet. The distribution of books had to be discontinued because of the mounting expense of filling these requests.

And the best part of the story is that the entire cost of this 13-month campaign totals less than $3,000, or approximately 40 per cent of previous advertising budgets over a similar period.

NAB Directors Meet

(*Continued from page* 10)

velt in which he gave his support to the Cutting bill was made public by Robert Underwood Johnson, one of the leading proponents of the measure. Certain authors and composers groups have been fostering the legislation.

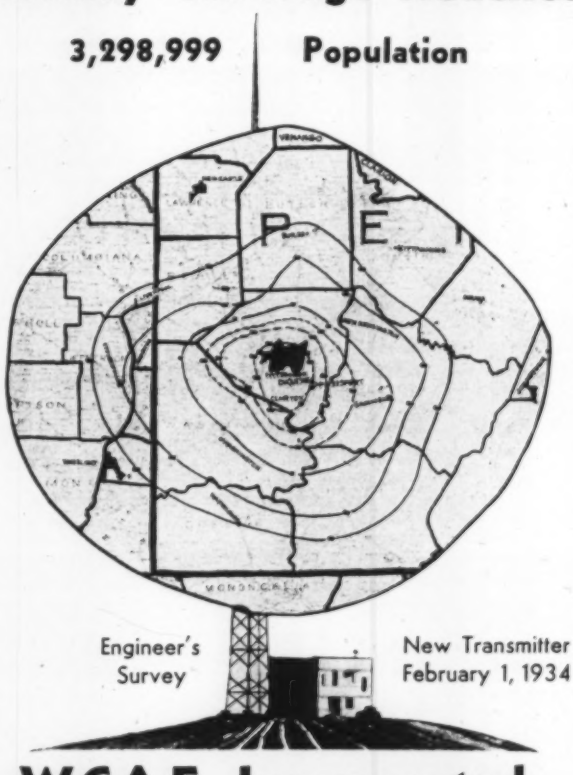
In its motion respecting the new communications commission the NAB board urged that the President appoint at least two and preferably three men to the new agency who are thoroughly conversant with the broadcasting industry either through administration of the radio law or through active work in the broadcasting industry itself. It also adopted a motion approving the action of the NAB in opposing the Wagner-Hatfield amendment and the McFadden bill and in seeking revision of other legislation which would have adversely affected the industry.

Present at the meeting were President McCosker; Mr. Loucks; Vice Presidents Leo Fitzpatrick and John Shepard III; William S. Hedges and Frank M. Russell, NBC; H. K. Carpenter, WPTF; I. R. Lounsberry, WKBW; Arthur B. Church, KMBC; J. Thomas Lyons, WCAO; I. Z. Buckwalter, WGAL; J. T. Ward, WLAC; C. W. Myers, KOIN; Henry A. Bellows, CBS; E. B. Craney, KGIR; Walter J. Damm, WTMJ; and W. W. Gedge, WMBC.

REMOVAL of WDNC, Wilmington, N. C., to Durham, N. C., and a shift in frequency to 1500 kc., with 100 watts full time, was authorized by the Radio Commission May 18.

Primary Coverage Reaches

3,298,999 Population



Engineer's Survey

New Transmitter February 1, 1934

WCAE, Incorporated
PITTSBURGH, PA.

WMCA
NEW YORK

"In the past ten days we have disposed of approximately 7,463 pounds of honey, with apparently no diminution of the demand in sight . . . an exceptional indication of your audience's reaction."

(Name on request)

FEDERAL BROADCASTING CORPORATION

15 Merchants Sponsor Radio 'Treasure Hunt' Linked With World Fair

FIFTEEN Birmingham merchants are participating in a WSGN merchandising feature built around the 1934 World's Fair. The "WSGN Treasure Hunt" calls for a daily 15-minute broadcast of news about features of the fair, the reading of prize letters from listeners who attended the exposition in 1933 and a description of a contest.

In the store of each merchant is posted a word. Participants in the contest must visit each of the 15 stores and pick up fifteen words to form a complete sentence. They thus qualify for the finals.

The contest runs for six days with a special evening broadcast on the sixth day calling for all entrants to get ready for the last stage of the "treasure hunt." This involves the securing of four unusual articles such as a pail of water, an ironing board, a lady's wig and a young chicken. The first three persons in the WSGN studio by a certain hour with all four articles and the completed sentence of fifteen words win the prizes. All expense trips to the Chicago exposition are awarded as first, second, and third prizes. A new contest is started each week.

Letters for the daily broadcast are obtained by offering theater tickets to the listener who writes the most interesting letter on his last year's visit to the fair.

Studio Displays

NOVEL merchandising service for sponsors is offered by WBT, Charlotte, N. C. A section of the station's reception room has been set aside as display space for advertisers, and the station hostess distributes free samples of any advertised products the sponsors wish to give away to the thousands of persons who visit the WBT studios weekly.

Store's Optometry Unit Places Spot Recordings

THE OPTOMETRY department of Walker's, Los Angeles department store, has started to use radio through the medium of transcriptions. Fred Wesley, radio agency, services the account and has placed the series on six Los Angeles and Long Beach stations with a plan to use other southern California stations before July. Mayfield Kaylor, production manager of KTM, Los Angeles, has written the scripts. Technical work was done at the Freeman Lang sound studios.

The five-minute recordings open and close with theme tunes, but consist mainly of narratives woven around broken lenses, bent bows, defective vision, changing eyesight and old-fashioned nose pieces. Script keeps each incident to a single transcription and concrete cases are used to illustrate the point brought out in the talk.

EVERYWHERE!

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

SLEEP LIKE A KITTEN

MEMO:

N. A. B. CONVENTION

Sept. 16, 17, 18, 19

CINCINNATI

and

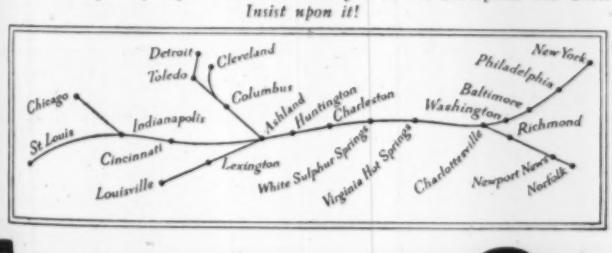
Your Convention City is Served by

THE FINEST FLEET OF AIR-CONDITIONED TRAINS IN THE WORLD

THE GEORGE WASHINGTON ▪ THE SPORTSMAN ▪ THE F.F.V.

Get off to a good start and a happy conclusion of your convention trip—or *any* trip—by specifying *Chesapeake* and Ohio when you make your reservation. It's the only railroad in the country progressive enough to recognize the value of using radio as an advertising medium for its service, and as an entertainment medium on passenger trains.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it!



CHESAPEAKE AND OHIO

ACTIONS OF THE
FEDERAL RADIO COMMISSION

MAY 15 TO MAY 28 INCLUSIVE

Applications . . .

MAY 17

WTBO, Cumberland, Md.—CP to install new equipment, change frequency from 1420 to 800 kc., change power and time from 100 w., 250 w., LS, unlimited to 250 w., D.

NEW, Plattsburg Broadcasting Corp., Plattsburg, N. Y.—CP to operate on 1310 kc., 100 w., power, D.

WNRA, Muscle Shoals City, Ala.—Modification of license to change time and power from 100 w., D., to 100 w. (day and night), unlimited (facilities of WAMC); amended to omit request for facilities of WAMC; requests consideration under Rule 6.

KTRH, Houston, Tex.—Modification of license to change frequency from 1120 to 1330 kc. and increase power from 500 w. to 1 kw., and sunset-WTAW to unlimited time.

WHAD, Milwaukee—Consent to voluntary assignment of license to American Radio News Corp.

KALE—Portland, Ore.—Authority to install automatic frequency control equipment.

KGER, Long Beach, Calif.—CP to make equipment changes and move transmitter locally.

KGB, San Diego, Calif.—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS; also install new equipment.

Applications returned: NEW, Lucien R. Gruss, Cleveland—CP to operate unlimited time with power of 100 w., but failed to specify frequency desired; WIBW, Topeka, Kans.—Authority to install automatic frequency control equipment; WWAE, Hammond, Ind.—CP to install new equipment; NEW, W. L. Gleeson, Sacramento, Calif.—CP to operate on 1490 kc., power of 5 kw., unlimited time, on an experimental basis; NEW, Isaac N. Adickes, Jr., and Landon Neal, Huntsville, Tex.—CP to operate on 1310 kc., power of 100 w., unlimited time; NEW, W. L. Gleeson, Salinas, Calif.—CP to operate on 1490 kc., 5 kw., unlimited time as amended to request 1210 kc., 100 w.

MAY 19

WHDL, Tupper Lake, N. Y.—Modification of CP granted 3-21-34 for extension of commencement and completion dates to 5-15-34 and 6-30-34, respectively.

NEW, Joseph Pappalardo, Methuen, Mass.—CP to operate on 1120 kc., with power of 500 w., D.; amended to request power of 100 w., unlimited time and station to be located at Lawrence instead of Methuen, Mass.

WKBN, Youngstown, O.—CP to change frequency from 570 to 610 kc., power of 500 w. to 500 w., 1 kw., LS with directional antenna after sunset Youngstown and specified hours to unlimited time; make equipment changes and move transmitter locally, exact location to be determined.

WAIU, Columbus, O.—Modification of license to change frequency from 640 to 570 kc. and power from 500 w. to 750 w., 1 kw., LS and time from limited to specified hours, now being used by WKBN.

WJAY, Cleveland—Modification of license to change frequency from 610 to 640 kc., power from 500 w., D. to 1 kw., specified hours.

WBNS, Columbus, O.—Modification of CP granted 2-6-34 to move transmitter for extension of completion date to 9-1-34.

WDGY, Minneapolis—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS; change time of operation from limited to unlimited and make equipment changes; amended to make changes in antenna system and move transmitter, exact site to be determined.

KGIR, Butte, Mont.—Modification of license to increase power from 500 w., 1 kw., LS to 1 kw.

KOA, Denver, Col.—License to cover 5-P-B-1577 to install new equipment, increase power, and move transmitter locally.

KWYO, Sheridan, Wyo.—Modification of CP granted 3-2-34 to make equipment changes.

KGVO, Missoula, Mont.—Special experimental authority to operate on 950 kc. with power of 500 w., for period ending 10-1-34, while KGHL is on 780 kc.; to move transmitter to exact location to be determined, Missoula, and make equipment changes.

Application returned: WBIG, Greensboro, N. C.—CP to install new power supply unit.

MAY 21

WGLC, Hudson Falls, N. Y.—Consent to voluntary assignment of license to Adirondack Broadcasting Co., Inc.

KDKA, Pittsburgh—License to cover CP to install new equipment; also CP to install new equipment.

WGCM, Mississippi City, Miss.—Modification of license to move studio from Mississippi City, Miss., to Great Southern Hotel, Gulfport, Miss.

WSMB, New Orleans, La.—Special experimental authority to operate with power of 1 kw.

KWCR, Cedar Rapids, Ia.—Modification of CP granted 1-16-34 for extension of completion date for six months.

KOA, Denver—Modification of license to use old main transmitter of KOA as auxiliary transmitter.

Applications returned: WGST, Atlanta, Ga.—Modification of license to change power from 250 w., 1 kw., LS to 500 w., 1 kw., LS; NEW, W. Wright Esch, Daytona Beach, Fla.—CP to operate on 1420 kc., power of 100 w., unlimited time; WJAG, Norfolk, Nebr.—Special experimental authority to operate two hours additional after sunset, using 500 w. power.

MAY 23

WTAG, Worcester, Mass.—Authority to determine operating power by direct antenna measurement.

WJIM, Lansing, Mich.—Modfication of CP to extend commencement and completion dates to 6-20-34 and 8 22-34 respectively.

WJR, Detroit—CP to erect temporary station to operate on 750 kc. with power of 1 kw., unlimited time.

KTRH, Houston, Tex.—CP to make equipment changes and increase power from 1 kw. to 1 kw., 2½ kw., LS.

WMBR, Jacksonville, Fla.—Consent to voluntary assignment of license to Florida Broadcasting Co.

WSMB, New Orleans—Modification of license to increase power from 500 w. to 1 kw.

WIBW, Topeka, Kans.—Authority to install automatic frequency control equipment.

KMBC, Kansas City, Mo.—License to cover CP granted 12-5-33 to move auxiliary transmitter.

KGA, Spokane, Wash.—Modification of license to change frequency from 1470 to 900 kc.; change power from 5 kw. to 1 kw., 2½ kw., LS.

NEW, Montana Broadcasting Co., Helena, Mont.—CP to operate on 1420 kc., power of 100 w., unlimited time; amended to request specified hours.

MAY 25

WOKO, Albany, N. Y.—Modification of license to increase power from 500 w. to 500 w., 1 kw., LS.

NEW, J. David Stern, New York, N. Y.—CP for new station on 810 kc., 500 w., D. Amended for operation from 6 a. m. to sunset at WCCO.

NEW, Frank Lyman, Jr., Boston, Mass.—CP for new station, 680 kc., 250 w., limited time.

WKBO, Harrisburg, Pa.—License to cover CP for equipment changes and move locally.

WJBK, Detroit, Mich.—Modification to increase power from 50 to 100 w.

NEW, Wilmington, N. C.—CP for new station, 1370 kc., 100 w.; amended re equipment.

KOL, Seattle, Wash.—CP for equipment changes and move studio locally. Amended re equipment and to request increase of power from 1 kw. to 1 kw., 2½ kw., LS.

KUJ, Walla Walla, Wash.—CP for equipment changes change frequency from 1370 to 1340 kc.; increase power from 100 w. to 1 kw. and operation from D. to unlimited. (Facilities KEPY.)

Application returned: WMMN, Fairmont, W. Va.—CP for new equipment (unnecessary); WSMB, New Orleans, La.—Special experimental authority to operate with power of 1 kw. (applicant's request).

Decisions . . .

MAY 15

WQDM, St. Albans, Vt.—Granted CP to move transmitter and studio locally.

WKZO, Kalamazoo, Mich.—Granted CP to more transmitter to Kalamazoo Township, make changes in equipment, increase power from 1 kw. day only to 1 kw., day, 250 w. night, and increase hours of operation from D. to unlimited. (Lafount voted to set application for hearing.)

KFBL, Everett, Wash.—Granted consent to voluntary assignment of license to Lee E. Mudgett.

WMEX, Chelsea, Mass.—Granted modification of CP to extend completion date to July 20.

WHAD, Milwaukee—Granted consent to voluntary assignment of license to American Radio News Corp.

WHDL, Tupper Lake, N. Y.—Granted modification of CP extending commencement date to May 15 and completion date to June 30.

WKBV, Richmond, Ind.—Authorized to operate special hours from May 13 to July 1.

WSGN, Birmingham, Ala.—Authorized to operate without approved frequency monitor for a period not to exceed 15 days.

WTAQ, Eau Claire, Wis.—Authorized to remain silent from 2 to 4:30 p. m., CST, during June, July and August.

Set for hearing: WMMN, Fairmont, W. Va.—Renewal of license; NEW, General Television Corp., Boston—CP for experimental visual broadcasting service, 42000 to 56000, 60000 to 86000 kc., 200 w. (Lafount voted to grant); also CP for experimental general service, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, kc., 1000 w. (Lafount voted to grant).

KSO, Des Moines—Set for hearing application for modification of license to authorize full time operation on 1320 kc., 250 w., and suspended grant made April 20, because of protest filed May 8 by Allen T. Simmons, WADC, Akron, O.

KFGG, Boone, Ia.—Set for hearing application for modification of license to operate on 1370 kc., 100 w., specified hours, and suspended grant made April 20, because of protest filed May 8, by WADS, Akron, O.

WHAD, Milwaukee—Application for voluntary assignment of license to WHAD, Inc., heretofore designated for hearing, dismissed at request of applicant.

WDNC, Durham, N. C.—Granted extension of program test period for period of 30 days.

MAY 18

WCAL, Northfield, Minn.—Granted CP to change equipment and increase D. power from 1 kw., to 2½ kw.

KQW, San Jose, Cal.—Granted CP to move transmitter and studio locally in San Jose.

KMED, Medford, Ore.—Granted CP to install new equipment and increase D. power from 100 to 250 w.

KLRA, Little Rock, Ark.—Granted CP to install new equipment and increase D. power from 1 kw. to 2½ kw.

KARK, Little Rock, Ark.—Granted modification of license to increase D. power from 250 to 500 w.

WHN, New York—Granted modification of license to make changes in equipment and increase power from 250 to 1 kw.

WATR, Waterbury, Conn.—Granted modification of CP to change transmitter and studio locally in Waterbury.

WPTF, Raleigh, N. C.—Granted modification of CP to extend completion date to Aug. 17.

WDNC, Durham, N. C.—Granted license covering move of station from Wilmington to Durham, changes in equipment and change in frequency from 1370 to 1500 kc.; 100 w., unlimited time.

KVL, Seattle—Granted license, 1370 kc., 100 w., share with KFBL, covering local move of transmitter and studio.

KGY, Olympia, Wash.—Granted special experimental authority for additional specified hours during the period of existing license.

WNEL, San Juan, P. R.—Granted modification of CP to change authorized location of transmitter locally in San Juan, and extend completion date 90 days.

WNBH, New Bedford, Mass.—Granted consent to voluntary assignment of license to E. Anthony & Sons, Inc.

WEW, St. Louis—Authorized to discontinue operation, with exception of broadcasting all government reports, from June 15 to Aug. 1.

KWSC, Pullman, Wash.—Authorized to reduce hours of operation to specified.

KOIN, Portland, Ore. (Ex. Rep. 523)—Granted CP to increase power from 1 kw. day and night to 1 kw. night, 2½ kw., LS, on 940 kc., reversing Examiner Walker. Effective May 25.

KFAC, Los Angeles (Ex. Rep. 537)—Granted modification of license to increase hours of operation from half time to unlimited on 1300 kc., 1 kw. power, sustaining Examiner Hill. Effective June 1.

WALA, formerly WODX, Mobile, Ala. (Ex. Rep. 548)—Granted modification of license to change frequency from 1410 kc. to 1380 kc.; change hours of operation from simultaneous D. with WSFA, sharing night with WSFA, to unlimited; 500 w. Examiner Hill sustained. Effective June 8.

The Commission, en banc, will hear oral arguments on June 13 in re Ex. Rep. No. 551, involving WGES, Chicago, and WCBD, Zion, Ill., and arguments on June 20, in re Ex. Rep. 549, involving WMBD, Peoria, Ill., and WTAD, Quincy, Ill.

Set for hearing: NEW, Arde Bulova and Norman K. Winston, Brooklyn, N. Y.—CP for new station, exact transmitter location to be determined, studio at 376 Fulton St., Brooklyn, frequency of 1400 kc., 500 w., unlimited time (facilities of WARD, WBBC, WLTH and WVFW); NEW, Martin C. McIntyre, Bradford, Pa.—CP on 1420 kc., 100 w., unlimited time; NEW, The Herald Publishing Co., Denison, Tex.—CP on 880 kc., 100 w., D.; KGKO, Wichita Falls, Tex.—Special experimental authority to change frequency from 570 to 1380 kc., and increase power from 250 w. night, 500 w., LS, to 500 w. night, 1 kw., LS, experimentally.

WKZO, Kalamazoo, Mich.—Reconsidered action taken on May 15, granting CP to move transmitter to Kalamazoo Twp., Mich.; make changes in equipment, increase power from 1 kw. D. only to 1 kw. D., 250 w. night, and increase hours of operation from D. to unlimited, and designated application for hearing.

WOR, Newark, N. J.—Granted modification of CP approving transmitter location at Carteret, N. J.

KTRH, Houston, Tex.—Granted modification of license to change frequency from 1120 kc. to 1330 kc.; increase power from 500 w. to 1 kw., and change hours of operation from sharing with WTAW to unlimited.

WJBI, Red Bank, N. J.—Special experimental authority, heretofore designated for hearing, dismissed at request of applicant.

WFAS, White Plians, N. Y.—Special experimental authority, heretofore designated for hearing, dismissed at request of applicant.

KOL, Seattle—CP, heretofore set for hearing, dismissed at request of applicant.

KGA, Spokane, Wash.—Renewal of license, heretofore designated for hearing, dismissed because KOL withdrew its application for KGA's facilities.

MAY 22

NEW, Oregon Radio, Inc., Salem, Ore.—Granted CP for new station; 1370 kc., 100 w., D., using half of facilities assigned to KOOS.

WJIN, Lansing, Mich.—Granted modification of CP to extend commencement date to June 20 and completion date to Aug. 22.

WSAR, Fall River, Mass.—Granted license covering move and changes in equipment; 1450 kc., 250 w., unlimited time.

WIBM, Jackson, Mich.—Granted license covering local move and changes in equipment; 1370 kc., 100 w., specified hours.

WMBH, Joplin, Mo.—Granted consent to voluntary assignment of license to Joplin Broadcasting Co.

WCAT, Rapid City, S. D.—Authorized to remain silent from June 1 until Sept 10.

KWWG, Brownsville, Tex.—Extension of special temporary authority to remain silent from June 2 and pending decision of the Commission upon certain application affecting the status of KWWG, but not later than Aug. 1.

KGFF, Shawnee, Okla.—To reduce hours of operation to specified for period ending July 1.

WAAF, Chicago—To remain silent pending rebuilding of transmitter and studios which were destroyed by fire, but not later than Sept. 1.

WBNO, New Orleans—Extended special temporary authority to operate on 1200 kc., 100 w., sharing time equally with WJBW from June 1, pending hearing and decision on applications now pending affecting station, but not later than Dec. 1.

WILL, Urbana, Ill.—Granted authority to remain silent from June 1 until Sept. 1 with certain exceptions.

Set for hearing: WBNX, New York—Renewal of license set for hearing to determine the nature and character of services rendered and the programs broadcast; and to determine if the continued operation of this station would serve public interest convenience and necessity; NEW, General Television Corp., Boston—CP 1570 kc., 500 w., unlimited time, before Commission en banc June 27; WEBR, Buffalo, N. Y.—CP to move transmitter and studio to Lackawanna, N. Y., make changes in equipment, change frequency from 1310 kc. to 630 kc., and increase power from 100 w. night, 250 w., D., to 500 w.

KGEZ, Kalispell, Mont.—Granted special temporary authority to operate without approved frequency monitor for 10 days.

WSAR, Fall River, Mass.—Granted extension of program test period for 15 days.

MAY 25

KOL, Seattle, Wash.—Granted CP to move transmitter locally and make changes in equipment. Application to increase day power from 1 kw. to 2½ kw. set for hearing.

WCNW, Brooklyn, N. Y.—Granted modification of CP extending commencement date to May 1, and completion date to July 14, 1934.

WLNH, Laconia, N. H.—Granted modification of CP for approval of transmitter and studio sites, changes in equipment and extension of completion date to Sept. 2.

WJEM, Tupelo, Miss.—Granted modification of CP extending commencement date to immediately and completion date to Aug. 1.

WENC, Albany, Ga.—Granted modification of CP extending completion date to July 5.

KWYO, Sheridan, Wyo.—Granted modification of CP to make changes in equipment.

WQDM, St. Albans, Vt.—Granted consent to voluntary assignment of license to E. J. Regan and F. Arthur Bostwick.

WSFA, Montgomery, Ala.—Granted modification of license to change hours of operation from simultaneous day with WODX sharing night, to unlimited.

KFXD, Nampa, Idaho—Granted renewal 1200 kc., 100 w., unlimited.

WALA, Mobile, Ala.—Authorized to operate without approved frequency monitor for four weeks.

WICC, Bridgeport, Conn.—Authorized to operate Monday to Friday inclusive, from 12:30 to 1 p. m., Wednesday, 4:30 to 5 p. m.; EST, June 11 to July 11.

WSMK, Dayton, O.—Extended special temporary authority to operate simultaneously with KQV from 8 p. m. to 12 m., EST, June 1 to June 30, 1934. KQV, Pittsburgh, Pa.—Same.

KFPL, Dublin, Tex.—Granted temporary renewal subject to Commission action on renewal and upon applications pending for the facilities of KFPL.

WKOK, Sunbury, Pa.—Granted temporary renewal subject to Commission action on renewal and on pending applications for facilities.

Following stations granted renewal on temporary basis, subject to Commission action on pending applications for renewal: WBRE, Wilkes-Barre, Pa.; WNBO, Silver

Set for hearing: NEW, in Boston area, Delbert E. Replogle—CP (Exp. Broadcast) 1570 kc., 1 kw., by the Commission en banc on June 27; NEW, Stamford, Tex., Samuel Nathaniel Morris—CP, 1420 kc., 100 w., SH. Facilities of KFPL; WSNW, Brooklyn, N. Y., Modification of CP to change equipment and increase day power from 100 to 250 w.; WDAE, Tampa, Fla., special experimental authority for changes in equipment and increase day power to 2½ kw until Oct. 1, 1934; WHB, Kansas City, Mo., special experimental authority to change frequency from 860 to 1120 kc., ad operate from sunset to midnight (except when WTAW is operating) with 500 w.

KROW, Oakland, Cal. (Rep. No. 541)—Granted modification of license to change hours from sharing with KFWI to unlimited. To operate on 930 kc., 500 w., night 1 kw., D.; effective June 1. Examiner Walker sustained.

KWQ, San Jose, Cal.—Dismissed application for CP to change equipment and increase D. power from 500 w. to 500 w. night, 1 kw. day, 1010 kc., unlimited, sustaining Examiner Walker.

KJBS, San Francisco, Cal.—Granted CP to change equipment and increase power from 100 w. day to 500 w. day, 1070 kc. 12:01 a. m. to LS. Order effective June 1, 1934. Examiner Walker reversed. (KFWI's facilities in quota units.)

Fate of FCC Hangs in Balance

(*Continued from page 6*)

enacting the Davis amendment, and reads as follows:

That the Commission may, without regard to the requirement of this subsection, grant applications for additional licenses for stations if the Commission finds that such stations are required in order to furnish adequate radio broadcasting service and that their operation will not interfere with the fair and efficient radio service of licensed stations.

By adopting this amendment, the Senate deleted the provision in the bill as reported which would have provided for indiscriminate licensing of 100 watt stations without regard to quota. The provision in the original draft of the bill for duplication on clear channels with stations separated by 2,200 miles, was eliminated in committee.

Hits Group Ownership

ANOTHER amendment of far-reaching importance, not included in the bill as reported, was one offered by Senator Dill aimed at group ownership of stations in the same community. It reads as follows:

In granting applications for licenses or renewal of licenses for frequencies to be used for broadcasting, the Commission shall so distribute such licenses that no one licensee nor organization of licensees, whether effected by purchase, lease, chain broadcasting, or other method, shall be able to monopolize or exercise dominant control over the broadcasting facilities of any community, city, or state, or over the country as a whole; and the Commission shall, so far as possible, by its distribution of licenses, provide for broad diversification and free competition in broadcast programs to be presented to radio listeners.

Just prior to passage of the amendment, Senator Dill made this explanation:

"The purpose of the amendment is to make it impossible for any one man or organization to have control of the broadcasting facilities of a community, state, or the country if there are other applications from responsible applicants. At the present time there is growing up in many cities the practice of the owner of an important station leasing the facilities of another important station and then organizing a corporation to control a third station, and as a result the one station gets complete control of the broadcasting of the community. The purpose of the amendment is to give the Commission a reason, if there be a suitable applicant, for granting a license to another applicant and to break up that kind of practice if the Commission shall find it necessary. It is a permissive amendment."

In lieu of the Wagner-Hatfield proposal, the Senate adopted a provision proposed by Senator Dill authorizing the new Commission to study the proposal that Congress by statute allocate fixed percentages of facilities to particular types of non-profit radio programs or to persons identified with particular types of non-profit activities, and report to Congress not later than Feb. 1, 1935, its recommendations. The bill also provides that by Feb. 1, 1935, the Commission shall make general legislative recommendations on all phases of its activity.

It was in connection with the Wagner-Hatfield amendment that Senate debate waxed warm. Senator Wagner (D.), of New York, launched the debate with a rather dramatic portrayal of the plight of the religious and educational stations, and with high-sounding phrases about the "monopolies" in radio allotted by the government to commercial users without charge or tax or regulation. There ensued an argument about vested rights and similar subjects in which half the Senate chamber participated.

Senator Fess (R.), of Ohio, who four years ago introduced the amendment for 15 per cent of the facilities for educational stations, explained that he could never get any real support for that measure. While he favored some step to remedy the "pollution of the air for commercial purposes," he felt the President's suggestion that such controversial matters be left to the new Commission was advisable. Other Senators took a similar view.

Others Would Sell Time

THE TELLING blows, however, were delivered by Senators Dill, White and Couzens. Individually, they pointed out that the amendment, as written, would simply provide for the cancellation of licenses of existing commercial stations and their transfer to new commercial units which happened to be operating under the guise of religious, educational or labor auspices.

Senator Wagner tried every known parliamentary artifice to get his amendment through in some fashion. He solicited from the floor amendments which would make his proposal satisfactory. He offered to extend the time for cancellation of licenses from three to six months, and to change the sale-of-time feature so that the so-called "non-profit" stations would only be allowed to sell enough time to pay operating overhead, even exclusive of salaries of officials. It all went for naught, however.

An amusing incident developed when Senator Copeland (D.), of New York, himself a radio "artist" of parts, featured in commercial programs as a medical authority, got the floor in support of the amendment. He said that the matter would not have reached the floor of the Senate "if there had been some elasticity and yielding on the part of the Radio Commission."

"I tried," said Senator Copeland, "and I have no doubt my colleague has tried, from what he said here today to get the Commission to make certain concessions which, it seems to me, might have been done; but those concessions were not made. So this particular station (WLWL) has no other means of relief except to come here."

This brought Senator Wagner to his feet, for it was the first spoken intimation that WLWL had agitated the amendment and that it was class legislation to procure the station the full time denied it by the Commission after hearing. "I hope my colleague will not create the impression that this amendment is offered to help one particular station," Senator Wagner said. "I believe thoroughly in the principle underlying the amendment."

Senator Copeland later attempted to compensate for his apparent *faux pas* by indulging in a protracted discussion of the alleged merits of the amendment. He was followed by Senator Hatfield (R.), of West Virginia, co-author of the amendment, who read a long prepared speech which dealt mainly with the educational aspects and showed at least a close degree of "consultation" with Joy Elmer Morgan's radio education lobby.

After Senator Dill had asked that the amendment be rejected at the climax of an address dealing with the expense and vicissitudes of station operation, Senator White observed that if the amendment were adopted "it would go through the entire radio structure of the United States like a tornado, leaving destruction and chaos in its wake." The roll call defeating the measure followed.

Civil Service Requirements

THERE was considerable debate about excluding many commission employes, such as secretary, general counsel, chief engineer and "assistants" to the commissioners from the civil service and personnel classification requirements. A provision excluding the secretary, general counsel and chief engineer from both requirements finally was adopted, but an amendment to the Dill bill specifying that other employes be subject to personnel classification was accepted.

Other provisions of the bill also were roundly debated. It is more than likely that there will be numerous changes in the personnel and radio provisions once the measure goes into conference between Senate and House managers, and prior to submission of the finished document to the White House—if it gets that far.

Mayor and Board of Aldermen, Newport, R. I.—Granted petition to intervene and be a party to hearing of application of S. George Webb, for CP for new station at that place.

KFH, Wichita, Kans.—Ordered modification of license to increase hours of operation from sharing with WOQ to unlimited effective June 14, 1934, in keeping with mandate of Court of Appeals of D. C. affirming decision of Commission of June 23, 1933.

WOQ, Kansas City, Mo.—Notified it must cease operation at 3 a. m., EST, June 14, 1934, in keeping with mandate of Court of Appeals of D. C. affirming decision of Commission of June 23, 1933.

KOL, Seattle, Wash.—Dismissed application for special experimental authority, 660 kc., 1 kw., unlimited, heretofore set for hearing at request of applicant.

Examiners' Reports . . .

NEW, Pittsburgh Radio Supply House, Greensburg, Pa.—Examiner Walker recommended (Report 557; Docket 2293) that application for CP on 620 kc., with 250 w., 7 a. m. to local sunset, be granted.

NEW, Voice of Longview, Longview, Tex.—Examiner Walker recommended (Report 559; Docket 2312 that application for CP on 1370 kc., 100 w., D., be denied.

RCA "Lapel Mike"

A NEW "lapel" microphone, embodying the velocity or "ribbon" microphone principles, has been produced by RCA-Victor Co., Camden, N. J. It was demonstrated at the convention of the Institute of Radio Engineers in Camden on May 28 by Dr. Harry F. Olsen and Richard W. Carlisle, research engineers of RCA-Victor. Said to avoid pick up of mechanical vibrations from the speaker's chest as well as from body movements, the device has a range from 80 to 7,000 cycles.

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THE MILWAUKEE JOURNAL STATION
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Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Help Wanted

A 100 watt radio station in Indiana desires an experienced advertising man. Must have good references and be willing to work. No high pressure salesmen considered. Also must have good announcing voice. Commission and good weekly guarantee to right man. Box 186, BROADCASTING.

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Engineer. Licensed 12 years. Thoroughly experienced in station construction and operation. Chief engineer 8 years for independent and network stations. Married. Employed at present. Best of references. Box 187, BROADCASTING.

Station executive capable of complete station management desires to make change. Ten years' experience. Four years with newspaper owned network affiliation. Excellent references. Box 188, BROADCASTING.

Broadcast operator. Thoroughly experienced. Age 25. References. Box 185, BROADCASTING.

FOR SALE

2—200' Heavy Duty Millikan Steel Antenna Towers with vertical and horizontal Cage Antennas.
1—400 volt Exide Storage Battery.
Purchasing Department, Consolidated Gas Electric Light and Power Company, of Baltimore, Md.

The Other Fellow's Viewpoint . . .

Warning to Stations

To the Editor of BROADCASTING:

Here is a bit of information that you might use in your columns, passing it along to other radio stations in the country.

WAGM was recently approached by the representative of an "advertising agency," in regard to the purchase of station time. After much bickering, a contract was made at our usual station rate less a 15 per cent agency discount. Several different accounts were to be used during the "agency's" series of broadcasts, a list of which could not be given at the time of writing the contract. Nothing more was seen of the so-called representative although I learned that there was a small agency in the city and building, supposedly housing the "main office." I also learned through my travels about the county which we serve, that the "agency" had contracts printed for WAGM, with himself as our agent and was selling time and "spot" announcements to Aroostook County advertisers, collecting in advance and promising the advertising would start May 4. Of course, to keep our standing in the county, WAGM will run the advertising at no further cost to the purchaser but the fact that we are unable to present the sort of program that was promised them, doesn't leave a very pleasant taste in their mouth.

It is needless to say that when the starting date and time of the concert arrived, no program nor agency representative was to be seen. I understand that other stations in New England have been bitten the same as this station so am passing the word along to keep others from experiencing plenty of trouble. If any are approached by agency representatives, I suggest that before contract is made, contact should be made with other stations where the agency has done business.

LEWIS G. HERSEY, Mgr.,
WAGM, Aroostook, Me.

ALL STATIONS in Portland, Oreg., were used during May for a 15-day campaign conducted by the Portland Gas & Coke Company to promote gas range sales. Spot announcements were used with excellent results.

Takes Issue With Map

To the Editor of BROADCASTING:

On Page 6 of the May 15 issue of BROADCASTING you have printed a map under the heading *Business Map of Nation Shows Gains*, courtesy of *Nation's Business*.

This map was compiled with apparently no consideration of the area surrounding the Fort Peck Dam project which is about 35 miles from Wolf Point and this radio station. The Fort Peck Dam project is well underway, approximately $25,000,000 is being spent there this first year, and the estimate for the completed project during a five year period is upwards of $100,000,000. The whole of northeastern Montana has never experienced such an influx of new population, and the increase in tourists taking this route west is very noticeable even this early in the season.

Business in every line is booming. At this radio station unsolicited business is coming in, something we haven't experienced for several years. Many advertisers have already recognized this condition, among them the Kelley Springfield Tire Company, and are using this station intensively.

As a sidelight I might mention there is not a single house available for rent in Wolf Point or at any of these towns on the "high line" tributary to this project, and some families are living in improvised "cook cars," tents, etc.

GEORGE B. BAIREY,
Manager, KGCX,
May 21, 1934. Wolf Point, Mont.

NBC Woman's Magazine Observes Sixth Birthday

BROADCASTING from its own exclusive model kitchen, the Woman's Magazine of the Air, Pacific coast NBC feature, on May 24 celebrated its sixth anniversary with a special program in the San Francisco studios. Don E. Gilman, NBC vice president in charge of the western division, was in the studios to congratulate the staff which has brought the women's feature to audiences six times a week for the last six years, or a total of 1872 times.

The staff includes Bennie Walker, WMA editor; Helen Webster, household economics expert; Ann Holden, domestic science authority; Marjorie Gray, fashions and beauty expert; Bobb Nichols, producer, and Edward J. Pitzpatrick, orchestra conductor. A birthday party was staged in the model kitchen after the program.

Currently, WMA has as sponsors the Caswell Coffee Co., Pet Milk, Safeway Stores, the Paraffine Co. (Pabco) and the Van Kamp Seafood Co. In the fall three or more others are due to return, having dropped off for the summer. The program is released on the NBC-KGO network.

GENERAL MILLS, Inc., Minneapolis (Wheaties), is buying the play-by-play reports of baseball games and sports resumes in several cities, thru Blackett-Sample-Hummert, Inc., Chicago.

Two 1-Time Sponsored Shows Are Put on CBS

TWO MAJOR sponsored hookups for special "one-time shots" of one hour each were staged by CBS for clients during latter May. On May 25, the Keep Chicago Ahead Committee, promoting the Century of Progress exposition, presented Fred Waring's Pennsylvanians, Jan Garber's orchestra, Ted Williams' orchestra, the Detroit Symphony Orchestra, the Chrysler Male Quartet, Hollywood stars and Ted Husing as m. c., 10:30-11:30 p. m. EDST. Account was placed by Hays-MacFarland & Co., Chicago.

On May 19, General Mills, Inc., Minneapolis, to promote bread sales generally, presented Ted Husing as m. c., with Gus Haenschen's orchestra and various stars of major sports discussing their experiences and seasonal prospects. Included were Primo Carnera, Benny Friedman, Joe McCarthy and other sports notables, all of whom extolled the virtues of bread as training food. The program was heard from 8-9 p. m. on 65 CBS stations. Account was handled by Blackett-Sample-Hummert, Inc., Chicago.

COCA COLA, local distributor, is sponsoring telegraphic play-by-play games away from home of the Ft. Worth club of the Texas League over KFJZ, Ft. Worth.

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

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2 **Put FINE PROGRAMS on the air with a few dollars**

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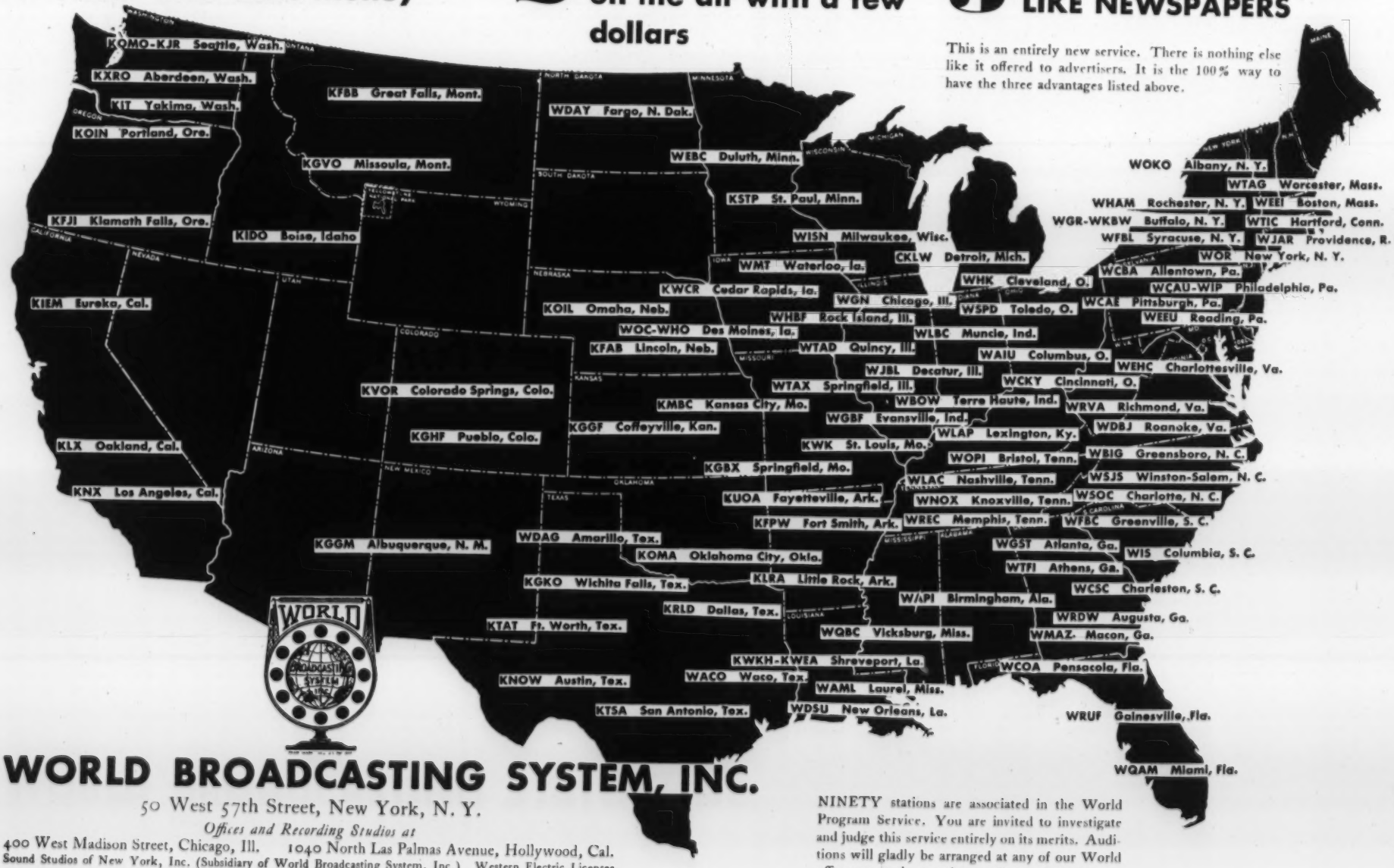
This is an entirely new service. There is nothing else like it offered to advertisers. It is the 100% way to have the three advantages listed above.



WORLD BROADCASTING SYSTEM, INC.

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Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. 1040 North Las Palmas Avenue, Hollywood, Cal.

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee

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